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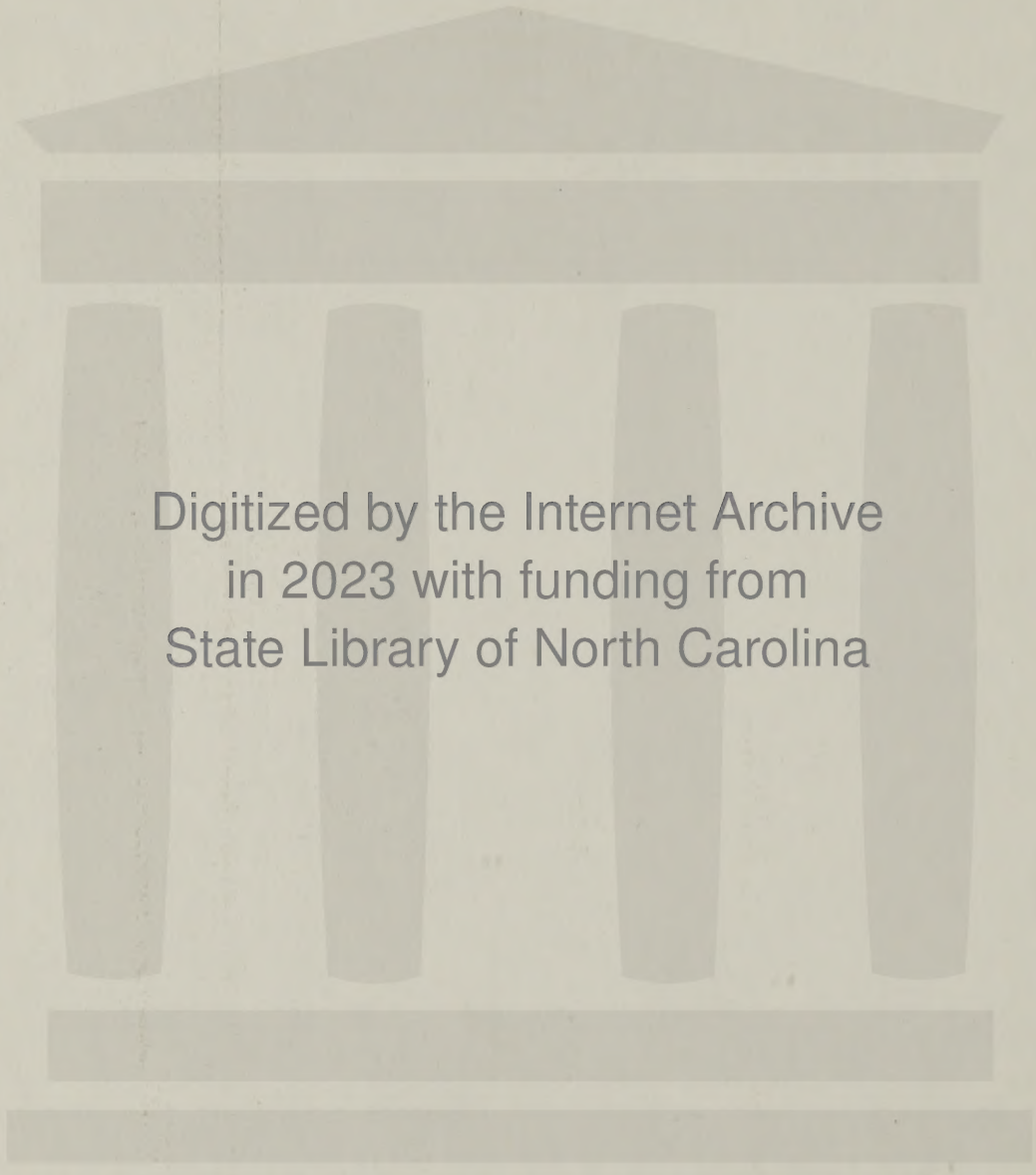

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THE FRENCH BROAD VALLEY. ASHEVILLE, THE METROPOLIS OF WESTERN NORTH CAROLINA, IN THE FOREGROUND

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TABLE OF CONTENTS

PAGE

Frontispiece—The French Broad Valley

Introduction 3

The Climate of Western North Carolina 4
Temperature, Humidity, Rain and Snow, Clear and Cloudy Days

Social Statistics 8
Rural and Urban Population, Growth in Population, Nativity, Negroes

Photographs 9
Lake James, Hendersonville, Biltmore Forest Country Club, Linville Falls

Public Water Supplies 12
Source, Treatment, Industrial Use

Expenditures for Public Health 14

Wealth and Taxation 15
State Taxes, County Valuations and Taxes

Religious and Educational 18
Church Membership. Public School Property. Current School Expenditures. Accredited High Schools

Political Affiliations 22

Newspapers of Western North Carolina 23

Boys' and Girls' Camps, Lakes and Recreational Facilities 24

Hotels and Convention Facilities 27

Commercial Growth of Western North Carolina 28
Postal Receipts. Check Transactions. Building Permits. Tourists

Topographic Map of Western North Carolina 30

The Banks and Bank Resources of Western North Carolina 34

Building and Loan Associations in Western North Carolina 36

Transportation and Communication 37
Railroads. Express Service. Highways. The Postal Service. Telephone and Telegraph Systems

Electric Power in Western North Carolina 45
Power Plants and Transmission Lines. Undeveloped Waterpowers

Manufacturing in Western North Carolina 47
Growth. Value of Products. Numbers Employed. Power Used. Types and Distribution of Industries. Opportunities

Photographs 51
A Paper and Pulp Mill. A Sawmill Operation. A Modern Dairy. View from Plott Balsam

Agriculture in Western North Carolina 53
Conditions and Opportunities. Value of Products. Apple Production. Dairy and Beef Cattle. Soil Surveys. Value of Farm Land

Forest Resources and Products of Western North Carolina 58

The National Forests 58

The Mining Industry in Western North Carolina 60

Tailpiece—Catawba Falls

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FIG. 1—THE STRATEGIC GEOGRAPHIC POSITION OF WESTERN NORTH CAROLINA

INTRODUCTION

Western North Carolina as considered in the present publication comprises the following 25 counties: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Graham Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Surry, Swain, Transylvania, Watauga, Wilkes and Yancey; which with the exception of Catawba County contain mountain ranges within their borders.

The information given in this book of facts concerning Western North Carolina has been selected from a large file of official, semi-official and private statistics covering not only the western part of North Carolina, but also the whole state and much of the territory adjacent to it. The authors are in a position to prepare similar information covering other sections and to make economic surveys of any territory, and for any industry. Many of the charts reproduced are available (some in considerably more detail) in blue or black line prints from two to five times the scale of those in the book. Copies of the topographic map on pages 30 and 31 can be obtained in any quantity desired.

The authors acknowledge with thanks the co-operation of many persons, organizations, and state and national officials, who have so kindly supplied information requested.

Any of the organizations co-operating in the distribution of this book will be pleased to answer inquiries concerning Western North Carolina, its resources and the opportunities it gives for pleasure and profit. Inquiries for further or more detailed statistical information, for reproductions of these or the preparation of other charts and concerning economic surveys may be addressed to the authors.

JOSEPH HYDE PRATT, Ph. D.,
FREDERIC Q. BOYER, M.E.,
Consulting Engineers.

Biltmore Forest,
Biltmore, North Carolina,
April 1925.

THE CLIMATE OF WESTERN NORTH CAROLINA

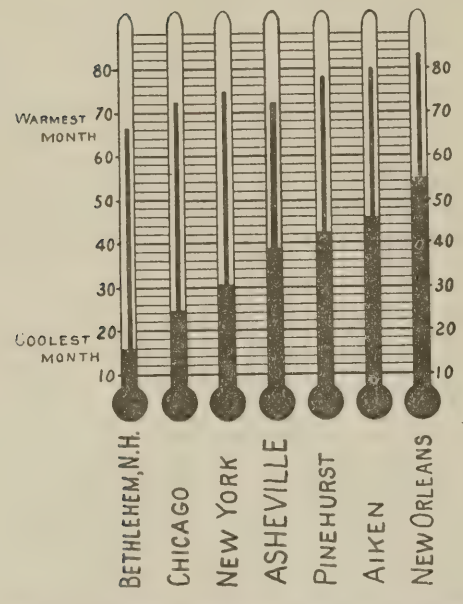

FIG. 2—AVERAGE TEMPERATURE OF COOLEST AND WARMEST MONTHS AT ASHEVILLE AND SIX OTHER CITIES AND RESORTS

The mountain portion of North Carolina has long been famed for its climate but due to the great differences in elevation in these 25 counties of Western North Carolina, marked variation exists in the climatic features of the area. Records of temperature and precipitation have been kept for the U. S. Weather Bureau at stations in this section varying in elevation from 806 feet above sea level at Caroleen in Rutherford County to over 3800 feet at Highlands, Macon County and Linville in Avery County. This latter station reports the lowest annual mean temperature, 48.4°, while Caroleen shows the highest, 59.7°, more than 11° greater. Similarly, the precipitation varies from an annual average of 39.3″ at Asheville to 84.3″ at Rock House near Highlands, which is a greater amount than is received at any other station in the United States except on the North Pacific Coast.

The annual mean temperature for the region as a whole is about 55°, which is approximately that at Asheville where is mantained the only regular Weather Bureau Station in Western North Carolina. The Asheville records which, except for temperature, precipitation and frost, are the only ones available, and are for this reason largely used in this discussion.

Fig. 2 gives a comparison between the mean (or average) temperature of the coolest and the warmest months in Asheville and six other places, including the one summer resort in the White Mountains for which records are available and two well-known winter resorts in the South. The moderate and comparatively small annual range of temperature at Asheville is quite marked.

In Fig. 3 are shown similar comparisons between all available stations in Western North Carolina.

A study of the 22 years' records from 1903 to 1924 of the Weather Bureau at Asheville shows that the maximum temperature of 95° was reached only once during that period and that a temperature of 90° or over is recorded on an

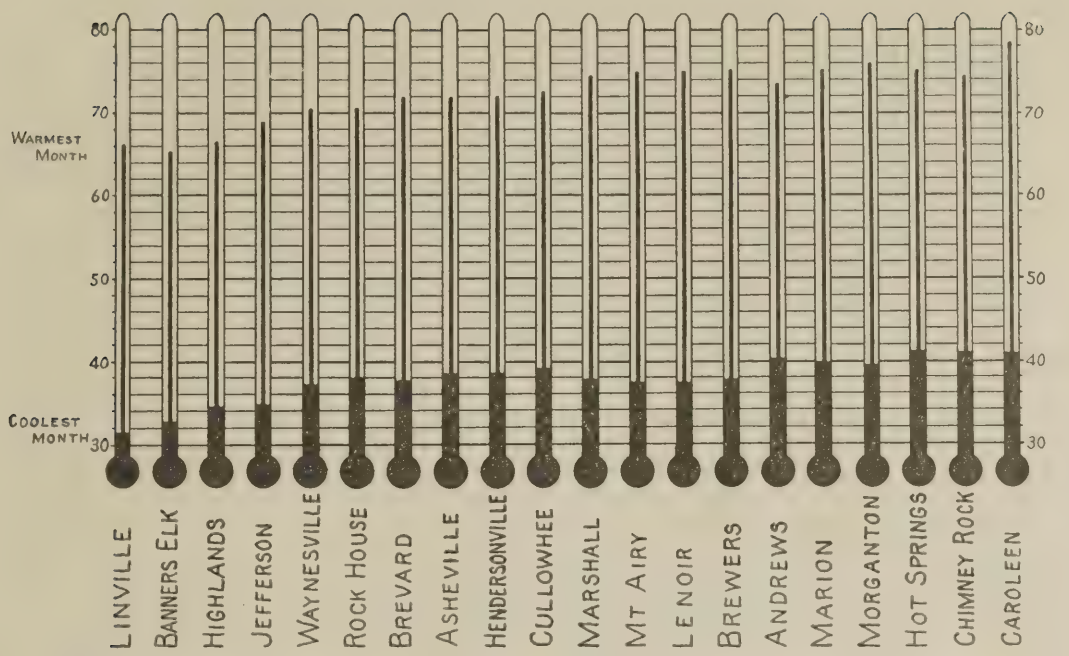

FIG. 3—AVERAGE TEMPERATURE OF COOLEST AND OF WARMEST MONTHS AT TWENTY STATIONS IN WESTERN NORTH CAROLINA

FIG. 5—AVERAGE DISTRIBUTION OF RAINFALL BY MONTHS AT SIX TYPICAL STATIONS IN WESTERN NORTH CAROLINA. ANNUAL AVERAGE UNDER NAME OF STATION.

average of but three times in two years. At the other extreme, a temperature as low as 0° has been reached only ten times in the 22 years and the lowest was —6°. Cool nights are the rule even during the warmest days of summer. The records of the past eight years showed that only on the day of the record temperature of 95° was the thermometer as high as 80° at 10 P.M. The average temperature at that hour on all the days when the maximum temperature was 90° or higher was below 75°.

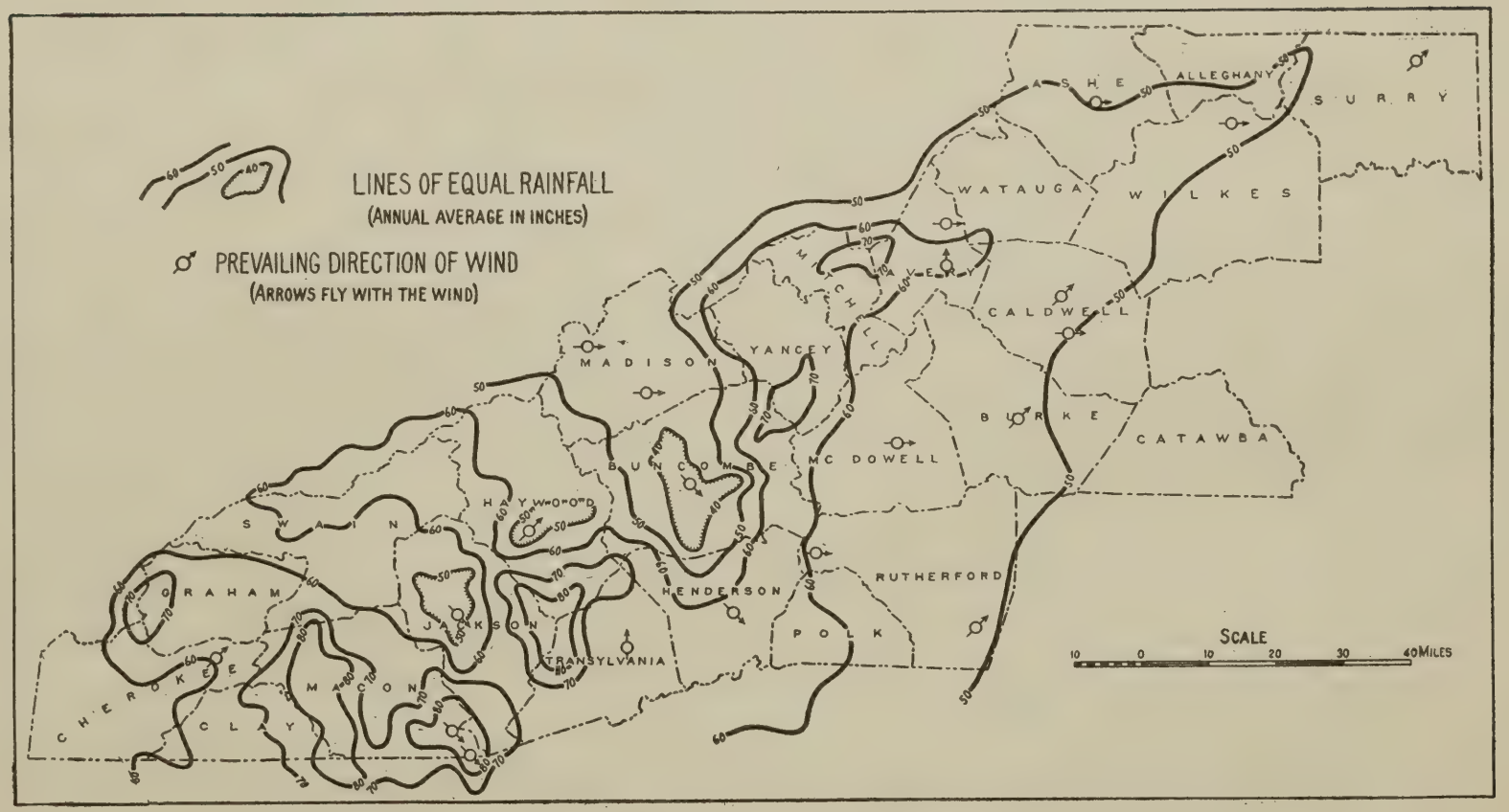

FIG. 5—RAINFALL MAP OF WESTERN NORTH CAROLINA

That the humidity is exceptionally low in this region is shown in the following table which gives the lowest, average and highest records of relative humidity at noon on all days during the past eight years when the thermometer reached more than 85°.

Relative Humidity at Noon of Warmest Days in Asheville, 1917-24

Temp. Deg.	Relative Humidity Lowest	Average	Highest
86	34	51	66
87	34	49	62
88	30	47	57
89	36	44	53
90	32	44	60
91	44	51	56
92	42	48	53
95	58	58	58

The winter's total snowfall averages 10.8″. The greatest depth of snow on the ground at any time during the past 23 years was 15″. Only three of those years saw more than 6″ on the ground while in seven of them there was not more than 2″.

The variation in the distribution of precipitation (comprising both rain and melted snow) over Western North Carolina is shown by the map in Fig. 5 and its distribution through the year is given in Fig. 4 for six typical stations.

Fig. 6 shows the monthly distribution of clear, cloudy and partly cloudy days at Asheville. The comparatively small number of cloudy days during the greater portion of the year will be noted.

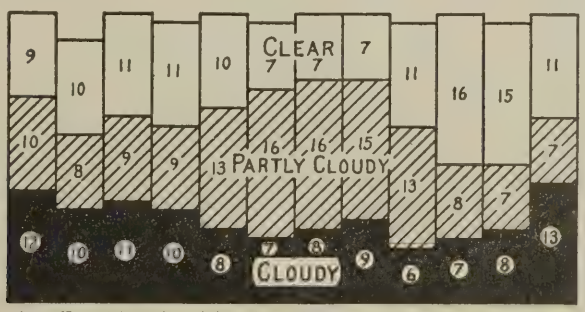

FIG. 6—AVERAGE NUMBER OF CLEAR, CLOUDY AND PARTLY CLOUDY DAYS AT ASHEVILLE

SOCIAL STATISTICS

Western North Carolina is essentially a rural country. The census of 1920 showed that out of a total population of 477,000 but 54,000 were residents of cities and towns of 2,500 population and upwards. This is an urban population of approximately 11%. During the past few years, however, an increase in the trend towards the cities has taken place, and today a somewhat larger proportion will be found in the urban communities.

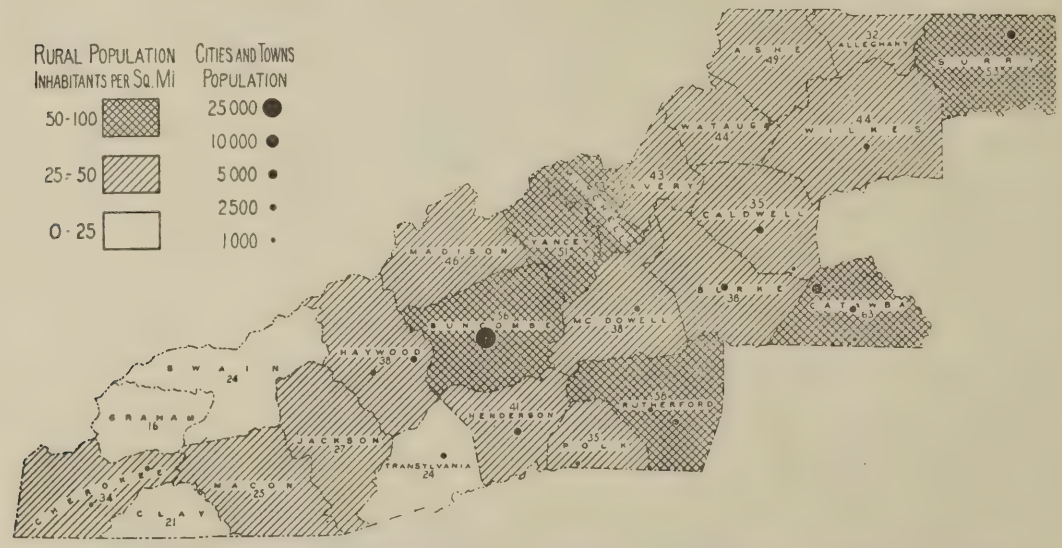

FIG. 7—DENSITY OF RURAL POPULATION AND COMPARATIVE SIZES OF CITIES AND TOWNS IN WESTERN NORTH CAROLINA. U. S. CENSUS 1920

Cities and Towns with Upwards of 1,000 Population in 1920

City or Town	County	Population, 1920 City	Township
Asheville	Buncombe	28,504	37,928
Hickory	Catawba	5,476	12,990
Mt. Airy	Surry	4,752	10,347
Hendersonville	Henderson	3,720	8,309
Lenoir	Caldwell	3,718	7,898
Newton	Catawba	3,031	8,257
Morganton	Burke	2,867	8,183
Canton	Haywood	2,584	6,938
N. Wilkesboro	Wilkes	2,363	3,479
Waynesville	Haywood	1,943	5,356
Marion	McDowell	1,784	7,176
Rutherfordton	Rutherford	1,693	4,079
Brevard	Transylvania	1,658	3,615
Andrews	Cherokee	1,634	4,520
Murphy	Cherokee	1,314	5,008
Elkin	Surry	1,195	2,625
Granite Falls	Caldwell	1,101	3,587
Tryon	Polk	1,067	1,967

FIG. 8—LAKE JAMES. BURKE AND McDOWELL COUNTIES. PISGAH NATIONAL FOREST

FIG. 9—CENTRAL SECTION OF HENDERSONVILLE

FIG. 10
LINVILLE FALLS
PISGAH NATIONAL FOREST
BURKE COUNTY

FIG. 11—BILTMORE FOREST COUNTRY CLUB

Fig. 7 shows for each of the twenty-five counties the density of the rural population, and the relative sizes of the cities and towns of over 1,000 inhabitants located in each county. In 1920 six of the counties had a rural population of over 50 per square mile, the most densely populated being Catawba with 63. There were four counties having a rural population of less than 25 per square mile, of which Graham was the most thinly populated, with but 16 inhabitants per square mile.

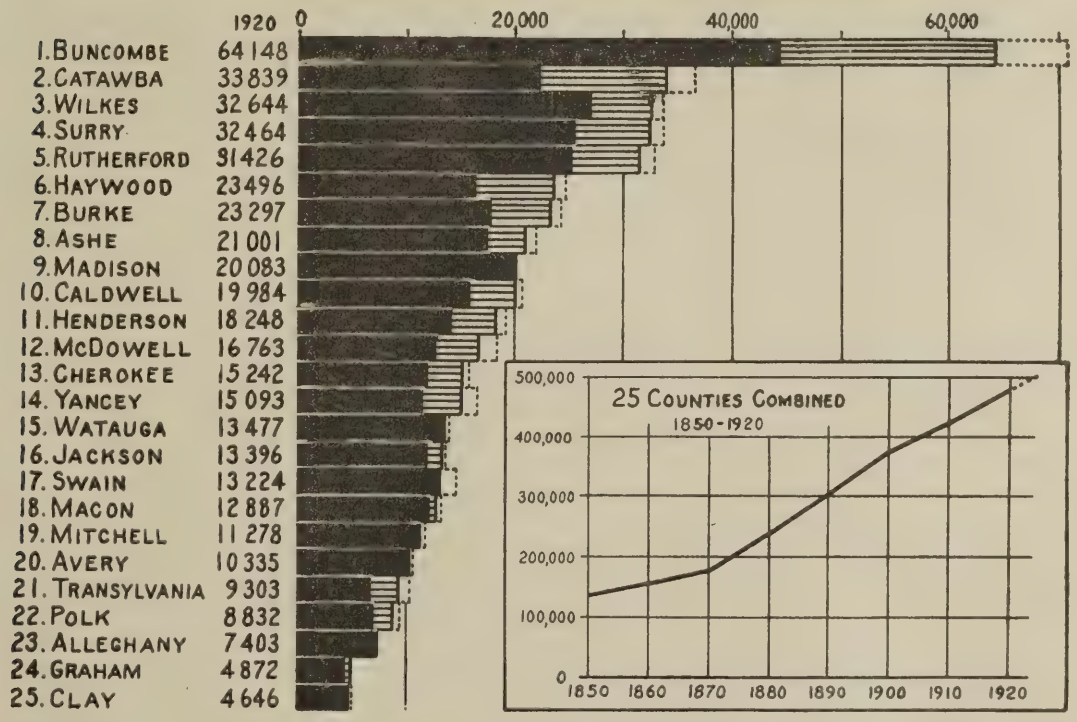

FIG. 12—POPULATION OF WESTERN NORTH CAROLINA COUNTIES IN 1900, 1920 AND 1924 AND OF THE 25 COUNTIES COMBINED 1850 TO 1920. ALSO NATIVITY OF THE POPULATION IN 1920

The charts in Fig. 12 show three things: first, the comparative population of the counties of Western North Carolina, and their growth between 1900 and 1924; second, the growth since 1850 of the 25 counties combined; and third, the nativity of the population as recorded by the census of 1920. In the chart showing the

population of the various counties, the black bars indicate the population in 1900. The ruled bar shows the growth between 1900 and 1920, and the dotted extension is the increase between 1920 and 1924, as estimated by the census bureau. The graph for the 25 counties combined shows that from a population of about 130,000 in 1850, these Western North Carolina counties reached a population of 200,000 about 1874, 300,000 in 1890, 400,000 in 1915, and arrived at the half million mark in 1924. The bar at the bottom points out graphically that this section is made up predominantly of a native white population. In 1920, 91.6 percent were native born whites. The negro population made up but 7.8 percent of the whole. The remaining 0.6 percent was about evenly divided between Indians and the foreign born. Fig. 13 shows that in 19 of these 25 counties the percentage of negroes was less than 10. In six of them it was less than 2, and in six others it ranged between 10 and 17 percent.

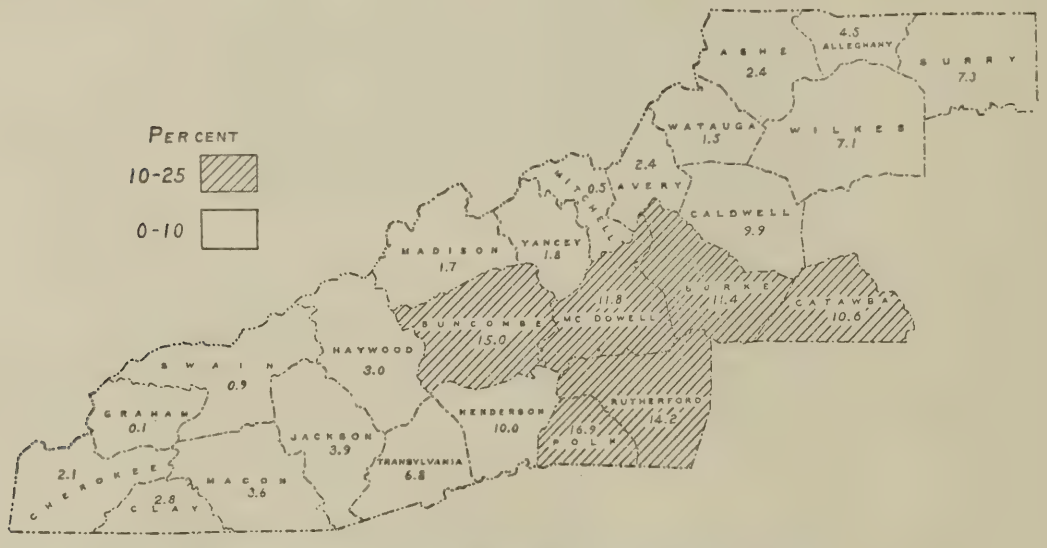

FIG. 13—PERCENT OF NEGROES IN EACH COUNTY IN 1920

PUBLIC WATER SUPPLIES

Over one-sixth of the population of Western North Carolina is provided with water from public supplies. The 1920 census showed a population of 80,044 in the 37 cities and towns having this utility but this figure does not include those residing outside the corporate limits of these places, but who in many instances are supplied with water from the city mains.

The mountain streams are the almost exclusive source of public water supply in this section. Only seven places, with a total population of 3,836, get their water from shallow or deep wells. The accompanying map, Fig. 14, shows the sources and the treatment of the water for all the public water supply systems of the region. Many of the towns own the whole of the water-sheds from which their supply comes and exercise the strictest supervision over them so that even without treatment, the water is kept free from pollution.

FIG. 14—PUBLIC WATER SUPPLY SYSTEMS IN WESTERN NORTH CAROLINA IN 1924

For industrial purposes no better water can be found than the surface waters of Western North Carolina. Analyses show a minimum of solids dissolved in them. "Water-Supply Paper 496," published by the United States Geological Survey in 1923, gives analyses of the public water supplies of all cities in the United States of more than 25,000 inhabitants. The analysis given of Asheville city water was as follows:

	Parts per million		Parts per million
Total dissolved solids	19.	Sodium (Na)	1.8
Loss on ignition	2.7	Potassium (K)	0.5
Silica (SiO_2)	7.8	Bicarbonate radicle (HCO_3)	7.3
Iron (Fe)	0.05	Sulphate radicle (SO_4)	1.7
Calcium (Ca)	0.8	Chlorine radicle (Cl)	0.7
Magnesium (Mg)	0.6	Nitrate radicle (NO_3)	Trace
Total hardness as $CaCO_3$	4		

The average hardness for all places was 99, the minimum 3 (one city), and the maximum 811. The Asheville water, which is untreated, is known to be fairly representative of the surface waters of this whole region.

EXPENDITURES FOR PUBLIC HEALTH

Measured by the per capita expenditures for state public health work, North Carolina stands near the top. As shown in this chart it ranked fourth in 1923 with an expenditure per inhabitant of 16.8 cents. Including the expenditures of local authorities, the total was $1,034,000, or 39 cents per capita.

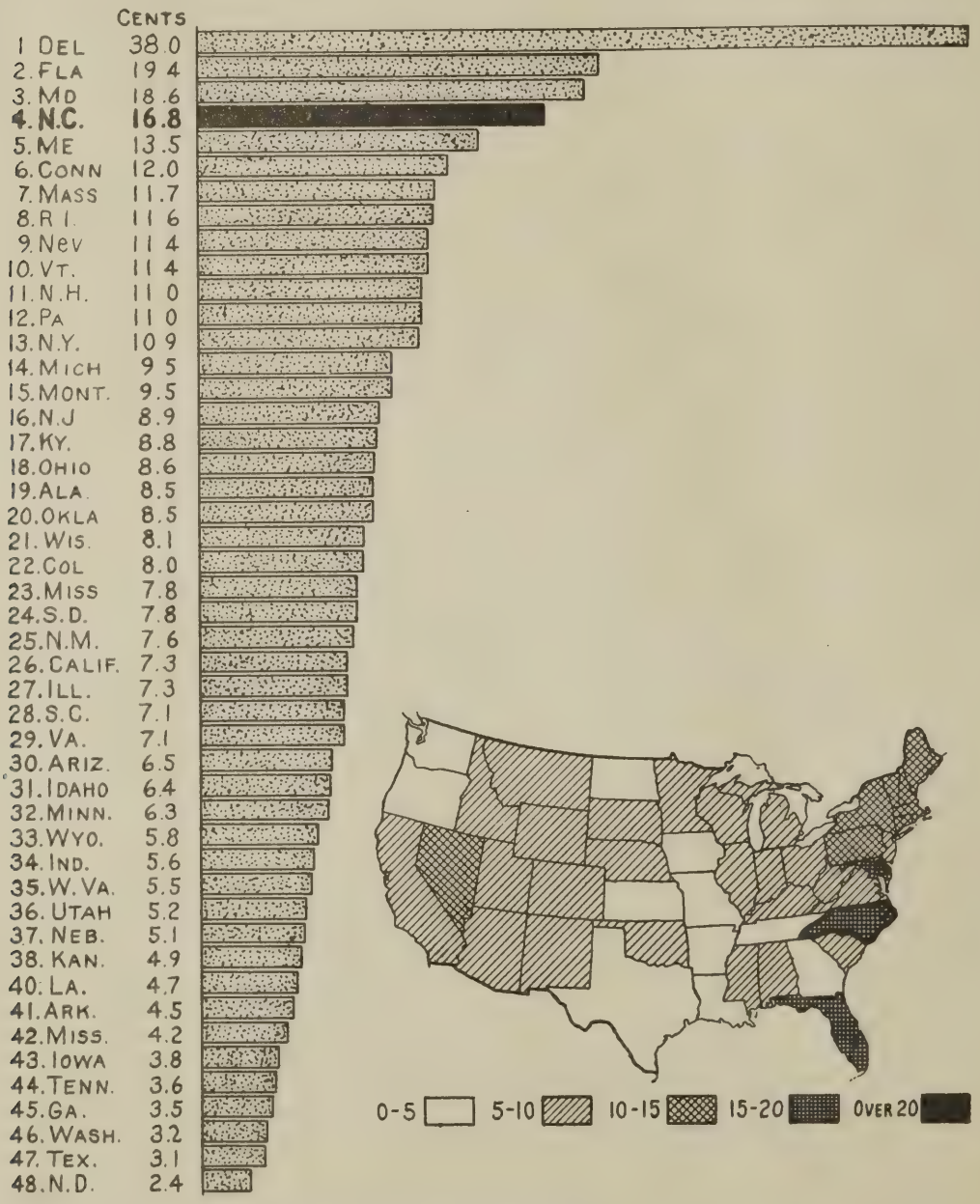

FIG. 15—PUBLIC HEALTH EXPENDITURES PER CAPITA BY STATE GOVERNMENTS IN 1923

WEALTH AND TAXATION

Taxes in North Carolina are comparatively low. In spite of increases necessary to meet the growing cost of government, North Carolina in 1923 ranked about tenth from the lowest in total revenue receipts per capita collected for state purposes. These amounted to $8.24 and produced $22,000,000, which was $6,500,000 over expenditures, exclusive of payments for permanent improvements, for which nearly $28,000,000 was spent by the state government that year. No general property tax is levied for state purposes. Licenses, income, corporation and gasoline sales taxes produce the bulk of the state's revenue.

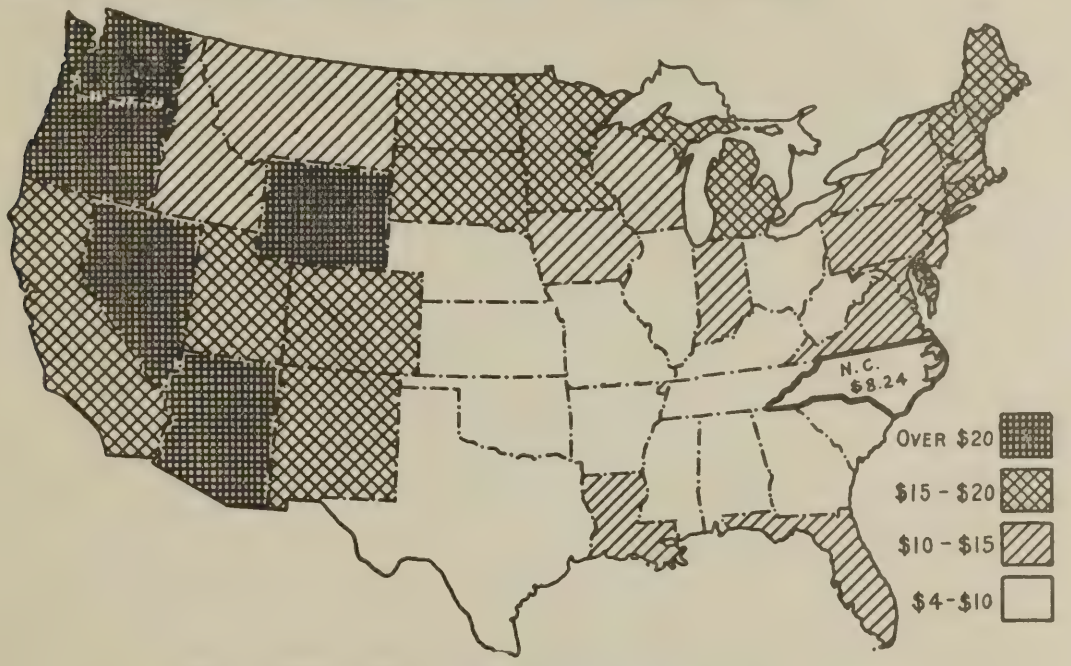

FIG 16—STATE TAXES. REVENUE RECEIPTS PER CAPITA IN 1923

Aggregate county tax rates per $100 of taxable property vary greatly in the different counties of Western North Carolina. These ranged in 1923 from $.80 in Buncombe to $2.26 in Clay County. In most cases, this variation is due largely to inequalities in the valuations. For taxation purposes, property is listed at from around 30% in some counties to about 80% of its actual value in others. Thus, the tax rate itself does not tell the true story. For this reason, there is also shown in Fig. 18, the average tax per capita, which is considered on the whole a better index. This average tax per capita varied in 1923 from $5.15 in Macon County to $16.92 in Henderson.

Fig. 17 shows the assessed valuation per capita of the Western North Carolina counties in 1923. This ranged from $465 in Wilkes County, to $1,675 in Buncombe. As illustrative of the increase in wealth which is taking place in this section, it may be noted that Buncombe, which ranked 17th among the 100 counties of the state in 1920, had risen to 4th place in 1923.

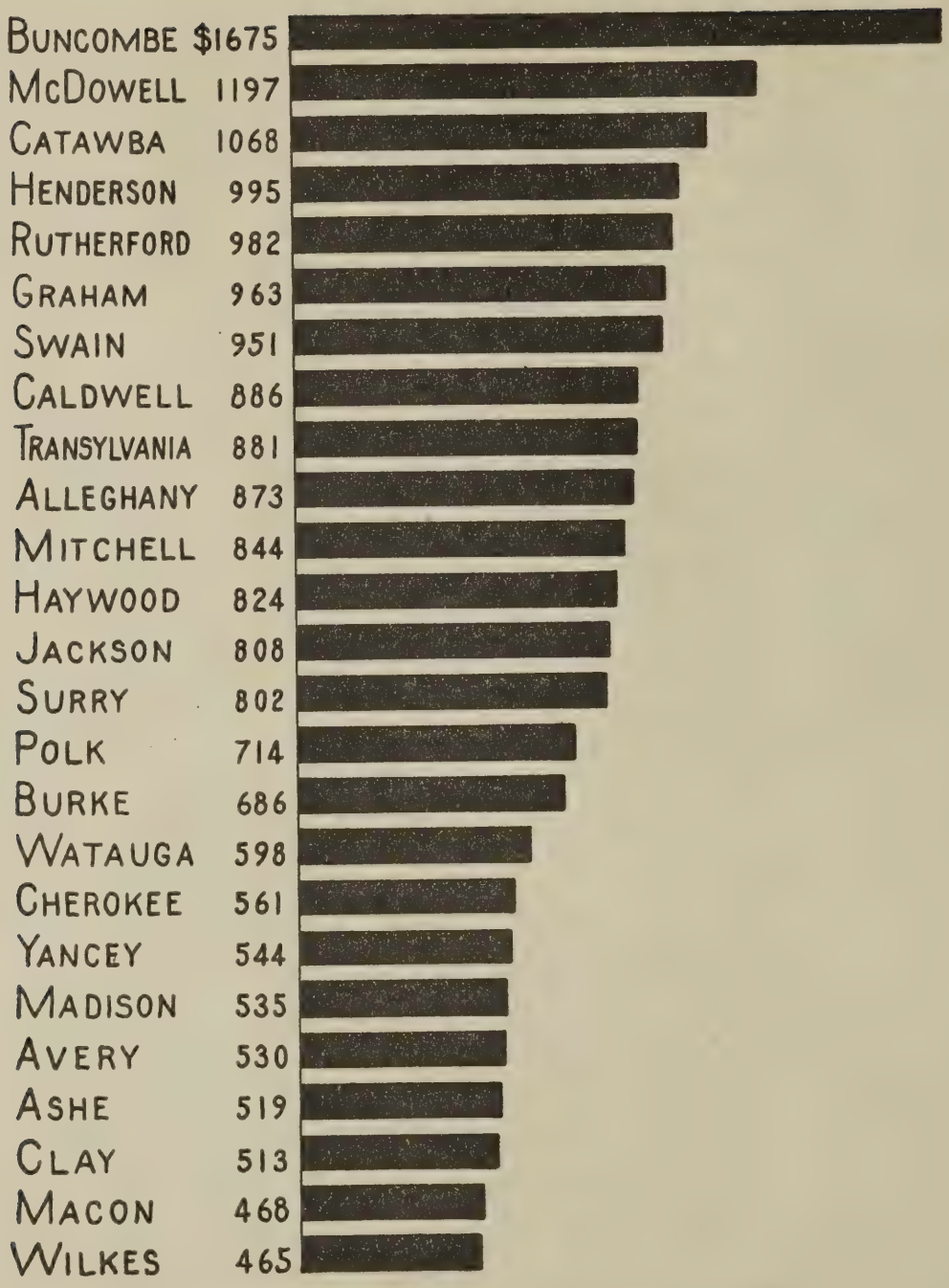

FIG. 17—ASSESSED VALUATION OF TAXABLE PER CAPITA PROPERTY IN EACH COUNTY IN 1923

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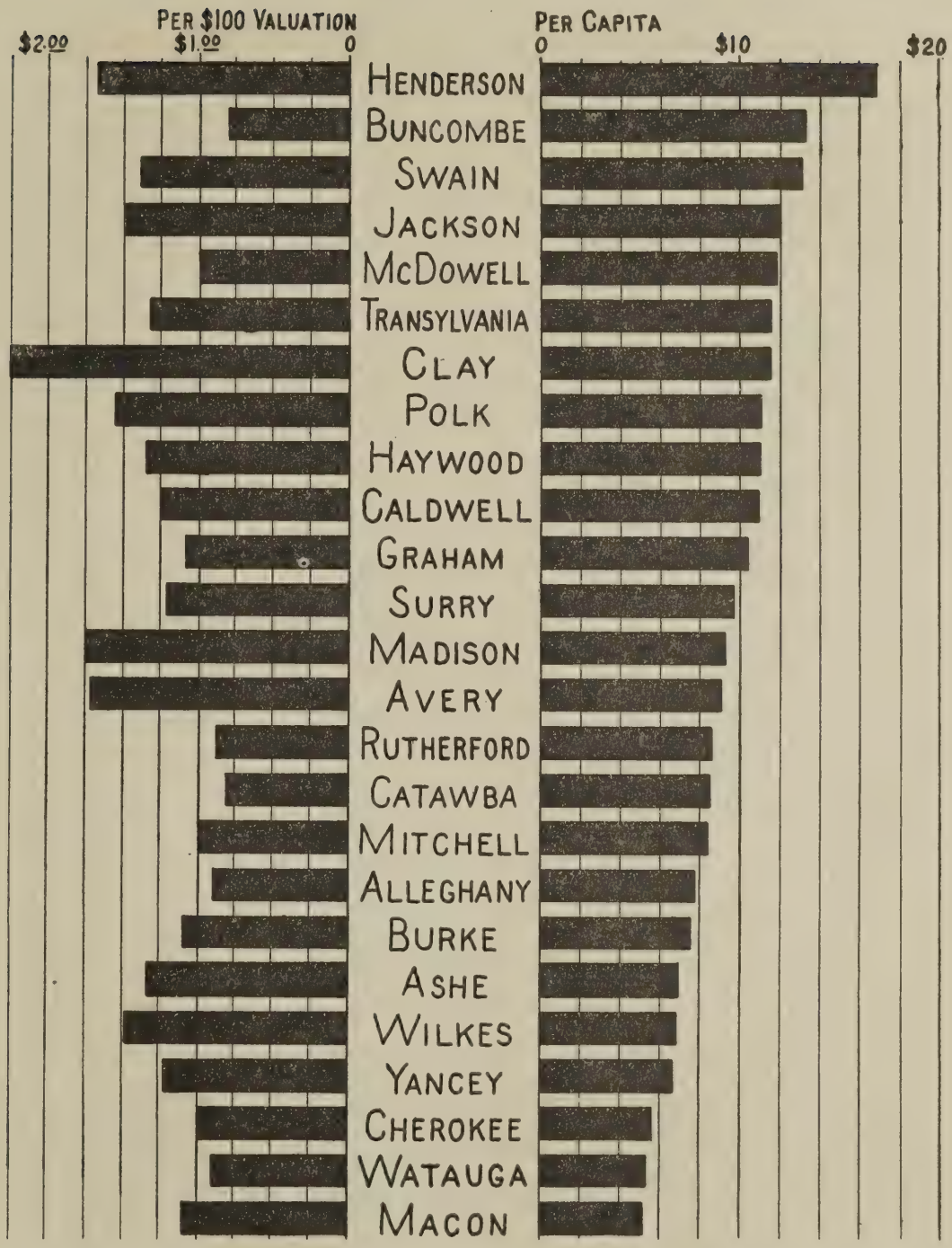


FIG. 18—PROPERTY TAXES PER CAPITA AND PER $100 OF ASSESSED VALUATION IN EACH COUNTY IN 1923

RELIGIOUS AND EDUCATIONAL

Church Membership

The leading churches are all represented in Western North Carolina. According to the latest census of religious bodies which was taken in 1916, the Baptists predominated in the number of church members, having somewhat over half of the total. Next to them stood the Methodist Episcopal churches, with a membership of nearly one-third of the total. Following them in order came the

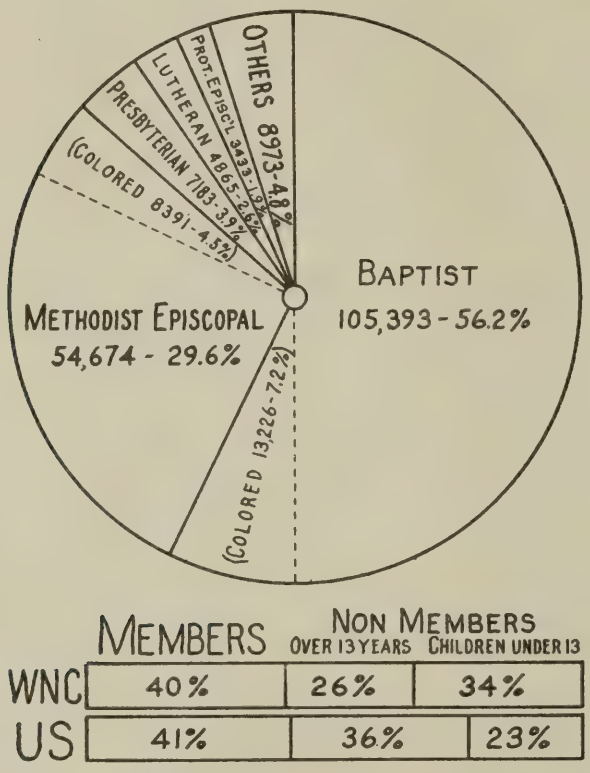


FIG. 19—CHURCH MEMBERSHIP IN 1916

Presbyterian, Lutheran, Protestant Episcopal, Reformed, Disciples of Christ, Methodist Protestant, Latter Day Saints, Friends and Roman Catholic churches, all having over 500 members each. Several others with smaller memberships are represented. The total church membership in 1916 was given as 184,521, which represented about 40% of the estimated total population at that time, or 60% of those over thirteen years of age, as compared with 53% for the country as a whole.

Education

The educational progress of North Carolina since 1900 has been almost phenomenal. Illiteracy has been cut in half, and the value of public school property has risen from a total of $1,000,000 in 1900, to over $60,000,000 in 1924. These figures represent a per capita investment of 53 cents and $22.20, respectively.

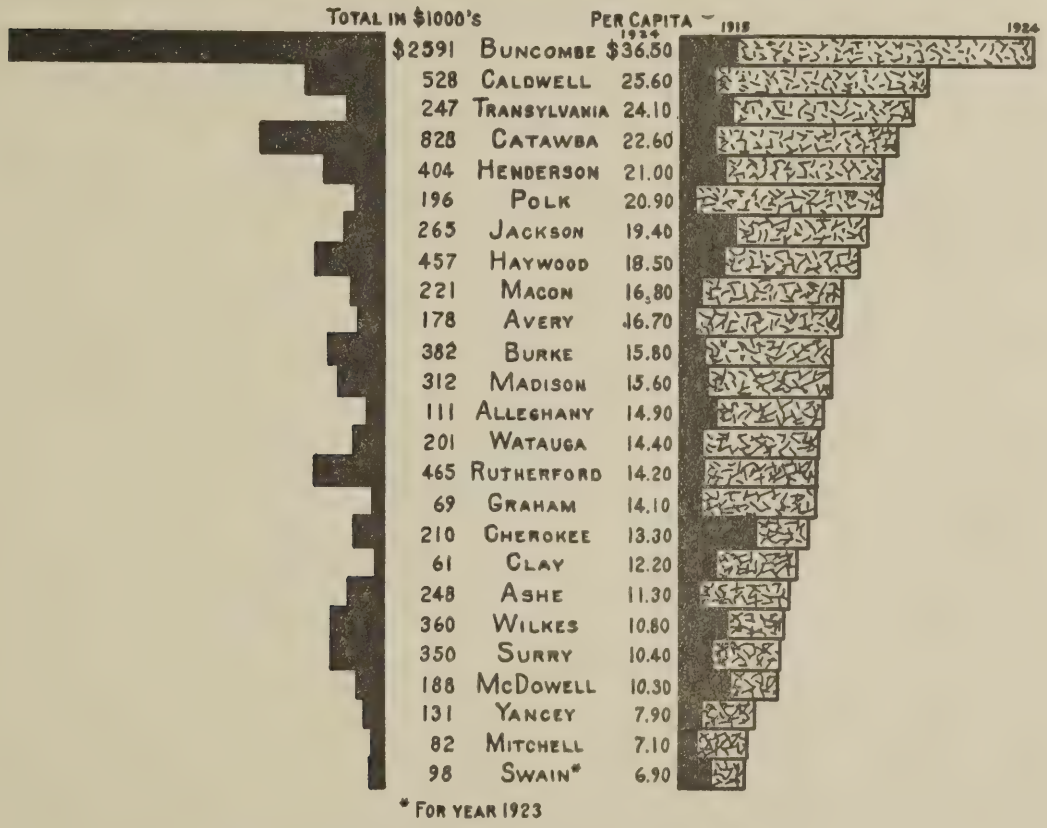


FIG. 20—VALUE OF PUBLIC SCHOOL PROPERTY IN EACH COUNTY. TOTAL IN 1924 AND PER CAPITA IN 1915 AND 1924

In Fig. 20, the value of public school property, total and per capita, is shown for the Western North Carolina counties for the years 1915 and 1924. Increases from 71% to 1,300% during the nine year period may be noted. Current school expenditures per pupil for these counties are shown in Fig 21 for 1915 and 1922. If these data were available for 1924, greater increases would be seen. The gain for the state as a whole was about 30% in the past two years. On the map in

Fig. 22 are shown the location of the accredited high schools in Western North Carolina for the school year 1923-1924. A total of 90 public and private accredited high schools were to be found in this section that year.

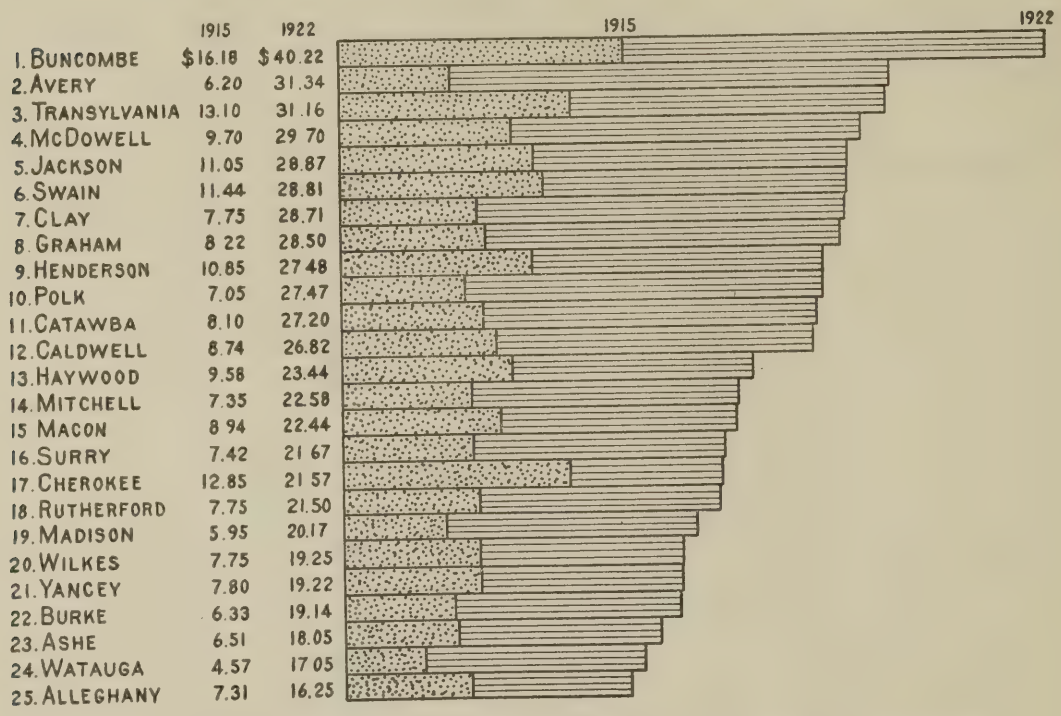


FIG. 21—CURRENT EXPENSES IN EACH COUNTY PER PUPIL IN AVERAGE ATTENDANCE IN 1915 AND 1922

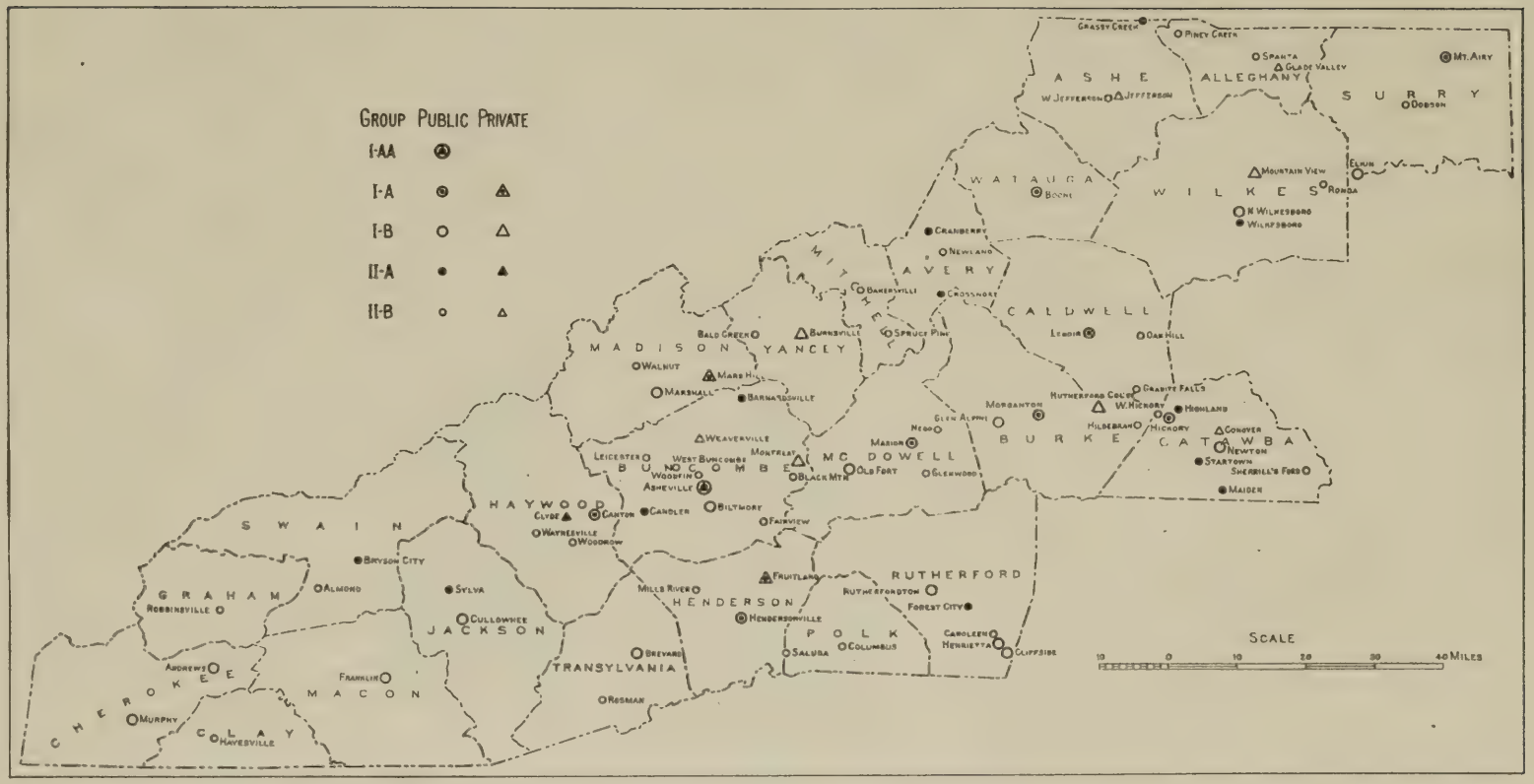


FIG. 22—LOCATIONS OF ACCREDITED HIGH SCHOOLS IN WESTERN NORTH CAROLINA IN 1924

POLITICAL AFFILIATIONS

The accompanying chart shows the political line-up of the Western North Carolina counties, based on the presidential votes of 1916, 1920 and 1924. It

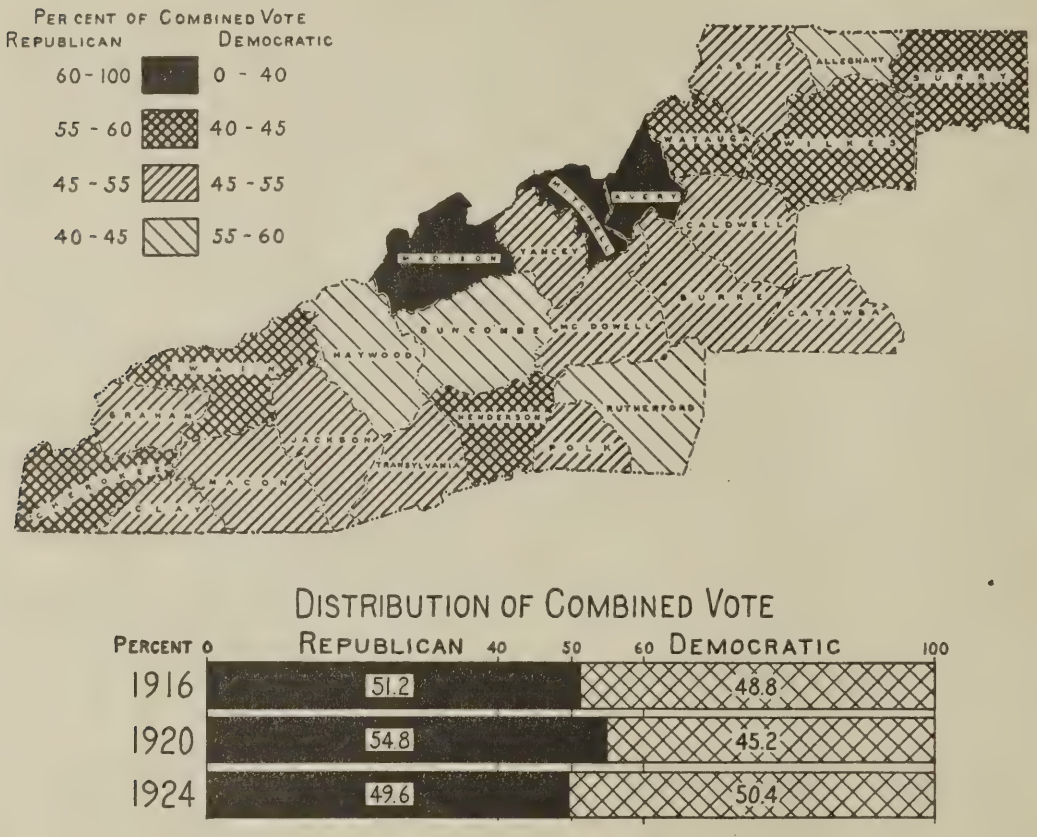


FIG. 23—POLITICAL LINE-UP OF WESTERN NORTH CAROLINA COUNTIES. BASED ON PRESIDENTIAL VOTES OF 1916, 1920 AND 1924

will be seen that this section is quite evenly divided in its political affiliations between the two major political parties.

NEWSPAPERS OF WESTERN NORTH CAROLINA

There are listed below the daily, weekly, and semi-weekly newspapers published in Western North Carolina. The circulation figures are those reported in 1924 to the North Carolina Department of Labor and Printing. In addition to these newspapers there are published here a number of monthly and quarterly periodicals, mainly of an agricultural, educational, religious or recreational nature.

The Newspapers of Western North Carolina

County	Town	Name of Paper	Publ'd	Circ.	Estab.
Alleghany	Sparta	Alleghany Star	Fri.	720	1889
Ashe	Jefferson	Northwestern Herald	Thurs.	900	1924
Ashe	W. Jefferson	Ashe Recorder	Thurs.	800	1900
Avery	E'k Park	Elk Park News	Thurs.	450	1918
Buncombe	Asheville	Asheville Advocate	Thurs.	4,211	1918
Buncombe	Asheville	Asheville Citizen	Morning	15,000	1868
Buncombe	Asheville	Asheville Times	Evening	9,000	1896
Burke	Morganton	The News-Herald	Thurs.	2,000	1885
Burke	Valdese	The Enterprise	Thurs.	1,523	1922
Caldwell	Lenoir	Lenoir News-Topic	Thurs.	3,387	1875
Catawba	Hickory	Hickory Daily Record	Evening	2,200	1915
Catawba	Hickory	The Times-Mercury	Tues., Fri.	3,300	1896
Catawba	Newton	Catawba News-Enterprise	Tues., Fri.	2,500	1903
Cherokee	Andrews	Tri-County News	Fri.	1,508	1904
Cherokee	Murphy	The Cherokee Scout	Fri.	1,350	1910
Haywood	Canton	The Canton Enterprise	Fri.	1,500	----
Haywood	Waynesville	Haywood Journal	Wed.	2,000	1923
Haywood	Waynesville	Carolina Mountaineer & Courier	Mon., Thurs.	1,600	1888
Henderson	Hendersonville	The Hendersonville News	Wed., Sun.	2,000	1894
Henderson	Hendersonville	Western N. C. Times	Tues., Fri.	2,200	1886
Jackson	Sylva	Jackson County Journal	Thurs.	2,000	1906
McDowell	Marion	Marion Progress	Thurs.	1,500	1886
Macon	Franklin	Franklin Press	Wed.	1,200	1866
Madison	Marshall	News-Record	Fri.	750	1907
Mitchell	Bakersville	Mitchell County Banner	Fri.	700	1915
Mitchell	Spruce Pine	Toe River Herald	Fri.	683	1917
Polk	Tryon	Po'k County News	Thurs.	1,125	1894
Rutherford	Forest City	Courier	Thurs.	2,000	1916
Rutherford	Rutherfordton	The Sun	Thurs.	2,500	1902
Surry	Elkin	The Elkin Tribune	Thurs.	2,500	1912
Surry	Mt. Airy	The Mount Airy News	Thurs.	1,800	1880
Surry	Mt. Airy	The Times	Thurs.	500	1924
Swain	Bryson City	Bryson City Times	Fri.	1,025	1912
Transylvania	Brevard	Brevard News	Thurs.	1,200	1895
Watauga	Boone	Watauga Democrat	Thurs.	1,400	1888
Wilkes	Wilkesboro	The Wilkes Patriot	Thurs.	2,300	1906
Wilkes	No. Wilkesboro	N. Wi'kesboro Hustler	Wed.	1,200	1896
Wilkes	No. Wilkesboro	The Wilkes Journal	Thurs.	340	1917

BOYS' AND GIRLS' CAMPS, LAKES AND RECREATIONAL FACILITIES

Boys' and Girls' Camps

Western North Carolina is a center for boys' and girls' summer camps. In this section there are now located over thirty of the highest type. As a result of a meeting of Camp Directors in the summer of 1924, standards of leadership, sanitation, equipment and recreational facilities were adopted. Only those camps which are meeting these standards are shown on the map on the following page. These accommodate about 2,000 campers. The character of these camps, together with the invigorating summer climate and the natural attractions of the country which invite mountain climbing, added to other recreational facilities such as swimming pools, ball fields and tennis courts and riding horses, has resulted in increasing numbers of campers being drawn from all sections of the United States.

Recreational Facilities

The recreational facilities in Western North Carolina are hard to surpass. Nature has furnished so many attractions and what she has left out Man is providing. The absence of natural lakes has long been felt, but now this section is being dotted with man-made lakes varying in size from a few acres in extent to that of Lake James, a body of water covering 7,500 acres and with a shore line of over 150 miles. The locations of the larger and of the better known lakes are shown on the map in Fig. 24.

Among the natural recreational features of this region is mountain climbing, which may take the climbers to an altitude of nearly 7,000 feet, as in the Black Mountains headed by Mt. Mitchell with an elevation of 6,711 feet, the Balsams and the Great Smoky Mountains. Camping is an attraction to which the National Forests lend themselves so well. These Forests, outlined on the map on page 59, now include in North Carolina 381,000 acres of government owned and 1,250 acres of state owned land (Mt. Mitchell State Park). Campers are encouraged to use them under the reasonable restrictions laid down by the Forest Service. Hunting and fishing in season is permitted in the National Forests, as well as outside their boundaries, and there are several private game preserves open under certain restrictions to those who enjoy these sports. The present large and rapidly increasing mileage of good roads makes touring through the mountains very attractive. Canoe trips of considerable length can be made on some of the larger rivers and both canoeing and boating are enjoyed on nearly all the lakes of the region. Shady

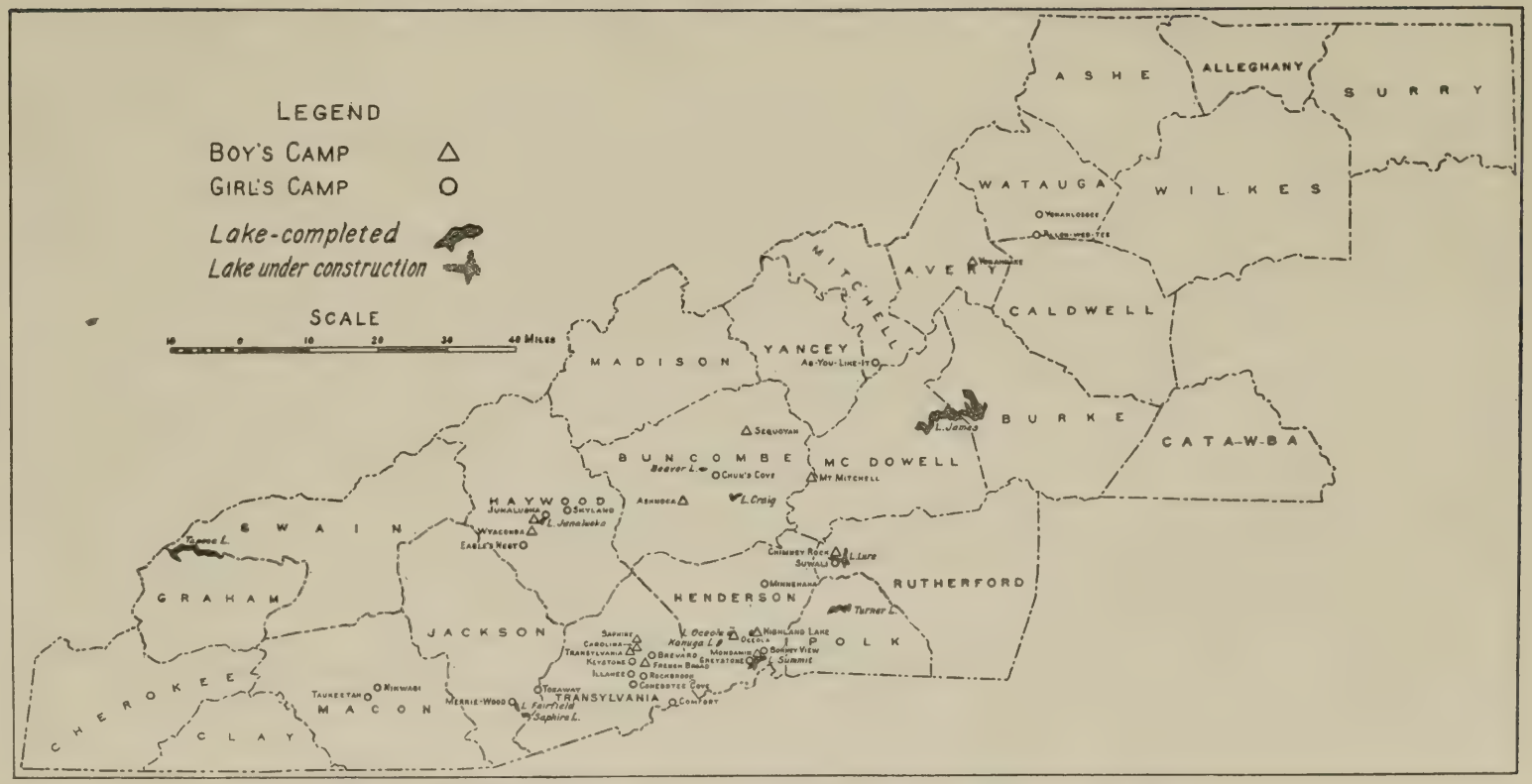


FIG. 24—LAKES AND BOYS' AND GIRLS' CAMPS IN WESTERN NORTH CAROLINA

wood roads almost everywhere and bridle paths in some sections invite those who enjoy horseback riding.

Excellent golf courses and tennis courts together with swimming pools in many instances, are to be found at the numerous country clubs scattered throughout this region. Several of these, of championship character, are nationally known. Municipal tennis courts are to be found in several places and work has been started on a municipal golf course at Asheville. The locations of these golf courses and country clubs are shown on the map in Fig. 25.

FIG. 25—COUNTRY CLUBS AND GOLF COURSES IN WESTERN NORTH CAROLINA

HOTELS AND CONVENTION FACILITIES

All-the-year-round hotel accommodations will be found in Western North Carolina in all towns of over 1,000 population and in a number of the smaller places. In addition to the hotels open throughout the year, there are a large number open during the summer season only,and also several which are only open for the winter season.

Just as both summer and winter tourists have found Western North Carolina a most attractive region in which to spend either season, and later in any instances to become permanent residents, many organizations are finding this section an ideal place in which to hold their conventions. Asheville has hotel facilities at the present time which can readily care for conventions with as many as 2,000 delegates and guests, and there are assembly halls with seating capacity up to 2,500 persons. Large conventions would have to be held outside of the months of July and August, when the tourist season is at its height. One of the hotels at Blowing Rock in Watauga County has been handling successfully moderate sized conventions during the summer season. It has a capacity of 350 and an assembly room capable of seating about the same number.

Conventions with attendance of 30 to 150 can be accommodated at several places such as Brevard, Bryson City, Hendersonville, Hickory, Lenoir, Marion, Morganton, Mount Airy, Tryon and Waynesville except during July and August.

COMMERCIAL GROWTH OF WESTERN NORTH CAROLINA

Western North Carolina has been experiencing in the past few years a large expansion in its commercial activities, but it is difficult to measure this increase accurately. Several indicators, however, are available. Chief among these are postal receipts, check transactions and building permits.

Postal Receipts

The postal receipts for a representative number of post offices in Western North Carolina have been combined for the years beginning with 1900. In the chart on this page these are shown as a percentage of the combined receipts for the year 1900 and compared with similar data for the United States as a whole. It will be seen that up to 1922, the latest year for which the United States figures are available, the receipts of these Western North Carolina post offices had increased to 645% of the 1900 figure, while for the country as a whole the increase was to 476%. In 1924 the Western North Carolina figures had reached 770%, or nearly eight times what they were in 1900.

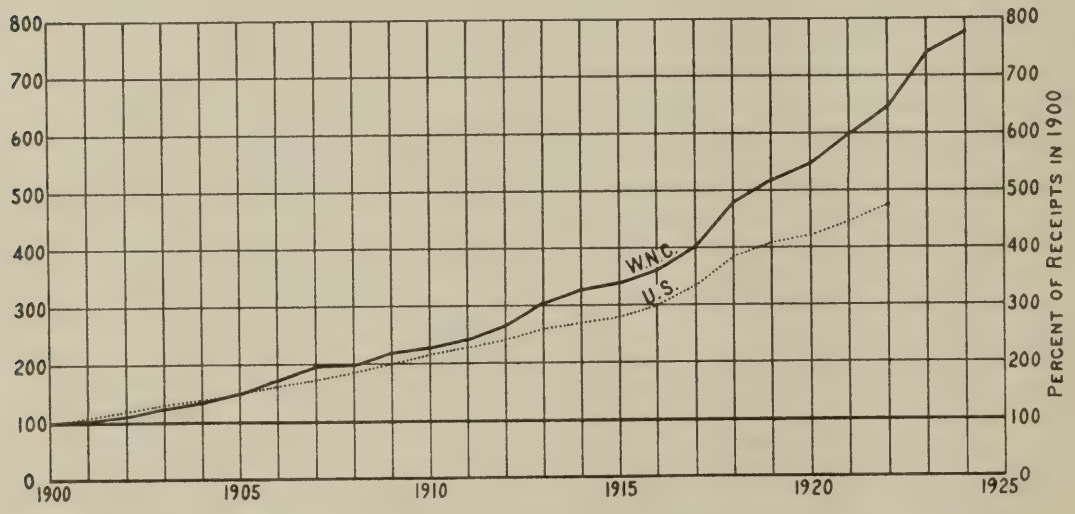


FIG. 26—COMPARISON OF INCREASE IN RECEIPTS OF WESTERN NORTH CAROLINA AND OF ALL UNITED STATES POST OFFICES BETWEEN 1900 AND 1924

Check Transactions

It is generally considered that the volume of check transactions as measured by bank debits to individual accounts is one of the best indices of general business conditions. This information is available beginning with the year 1919 for

the banks in the Asheville Clearing House Association. The figures show that check transactions in 1924 were more than double what they were in 1919. The totals for each of the six years were as follows:

1919	$140,040,000
1920	175,140,000
1921	143,470,000
1922	213,370,000
1923	260,904,000
1924	282,215,000

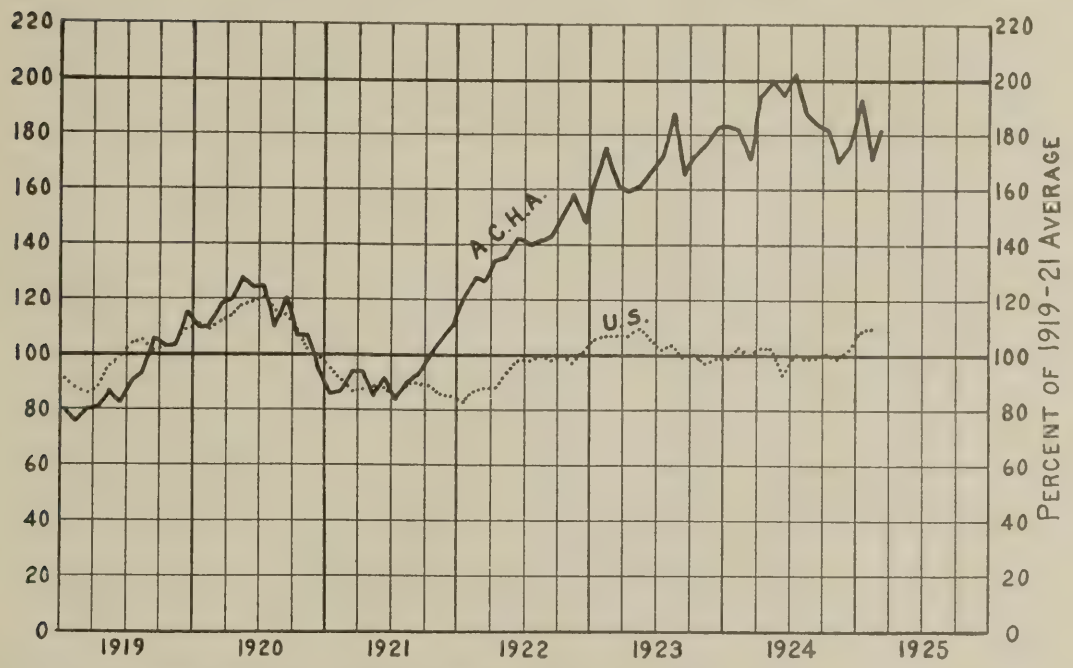


FIG. 27—BUSINESS CONDITIONS IN WESTERN NORTH CAROLINA, JANUARY 1919 TO MARCH 1925. COMPARISON OF VOLUME OF CHECK TRANSACTIONS REPORTED BY BANKS IN THE ASHEVILLE CLEARING HOUSE ASSOCIATION AND THE UNITED STATES AS A WHOLE, CORRECTED FOR SEASONAL VARIATIONS.

The chart in Fig. 27 compares the increase in volume of check transactions —after eliminating seasonal fluctuations—of the banks in the Asheville Clearing House Association with that for the United States as a whole for each month since January 1919. They are compared using the average monthly transactions for the years 1919, 1920 and 1921 as a base. The rapid growth in business activity in this section, most marked since the latter part of 1921, is to be noted. It will be seen that in July 1924, bank debits in the Asheville Association reached a point more than double the monthly average of the three base years, when at the same time the index for the United States as a whole was no greater than the average for the three earlier years.

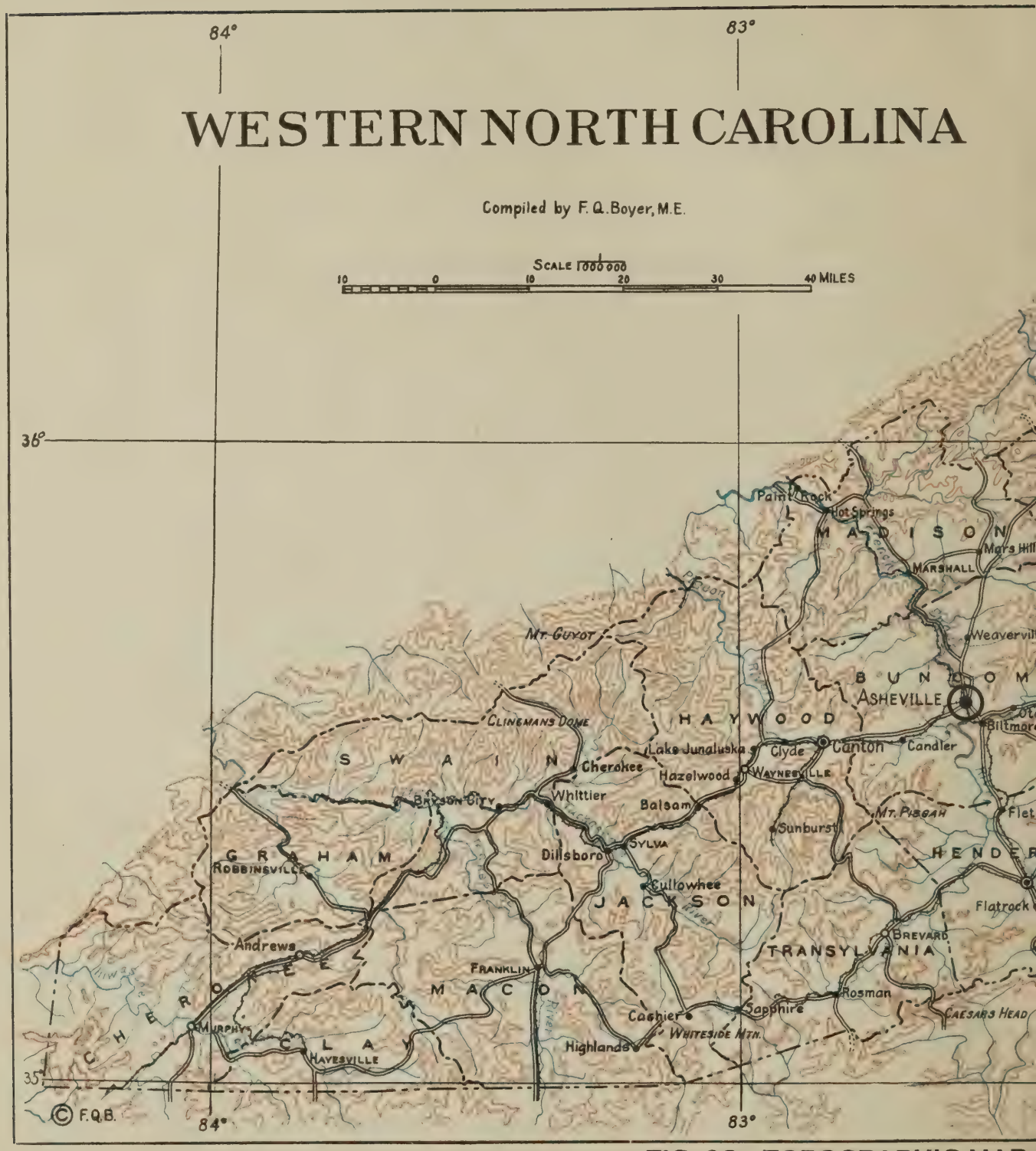
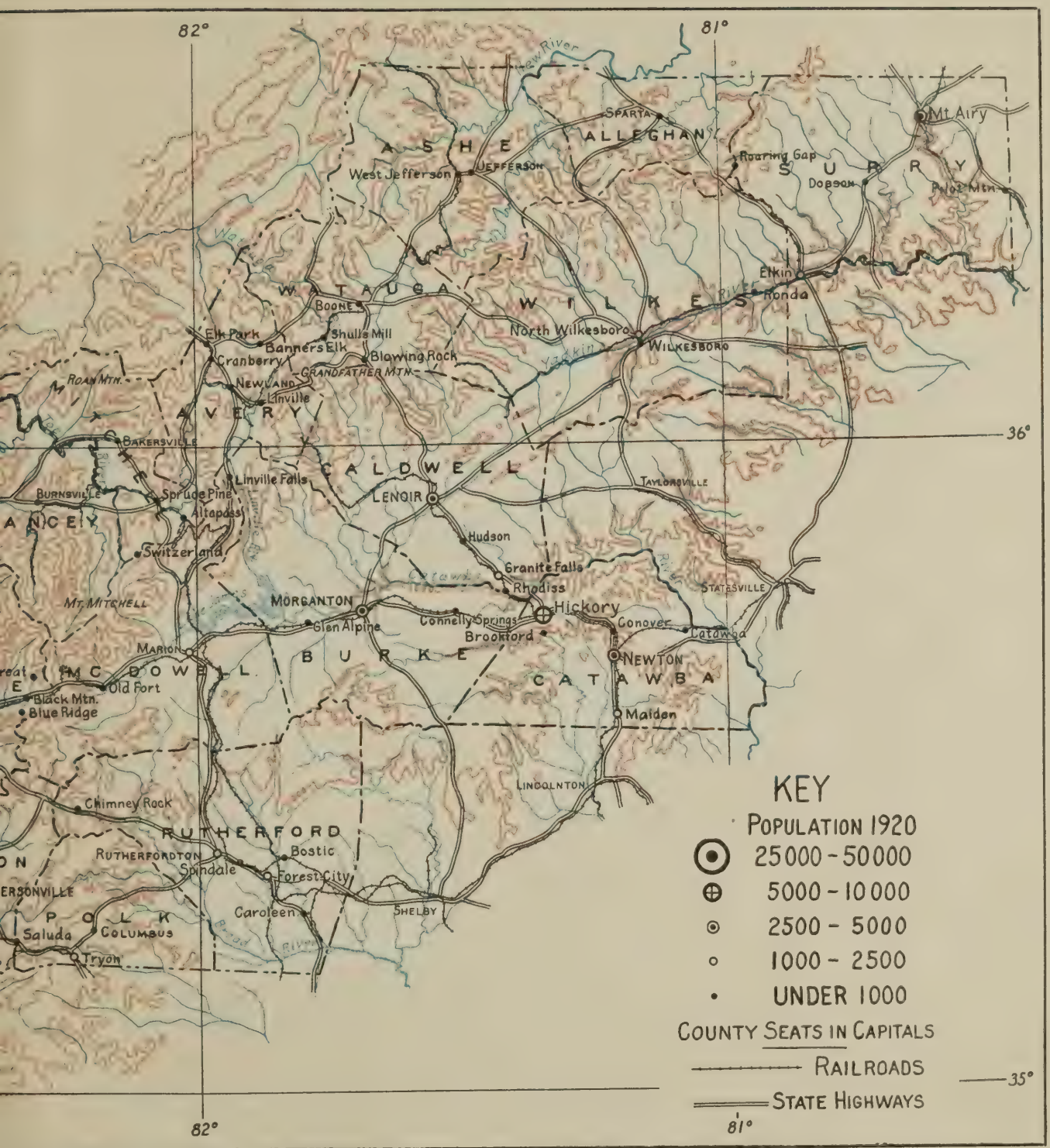


FIG. 28---TOPOGRAPHIC MAP



F WESTERN NORTH CAROLINA

Building Permits

Building activity in Asheville, beginning in 1916, is shown in the following table giving the value of buildings for which permits were issued in each year:

1916	$1,101,814
1917	644,005
1918	224,785
1919	797,365
1920	1,411,156
1921	1,980,120
1922	3,145,807
1923	4,565,487
1924	4,217,895

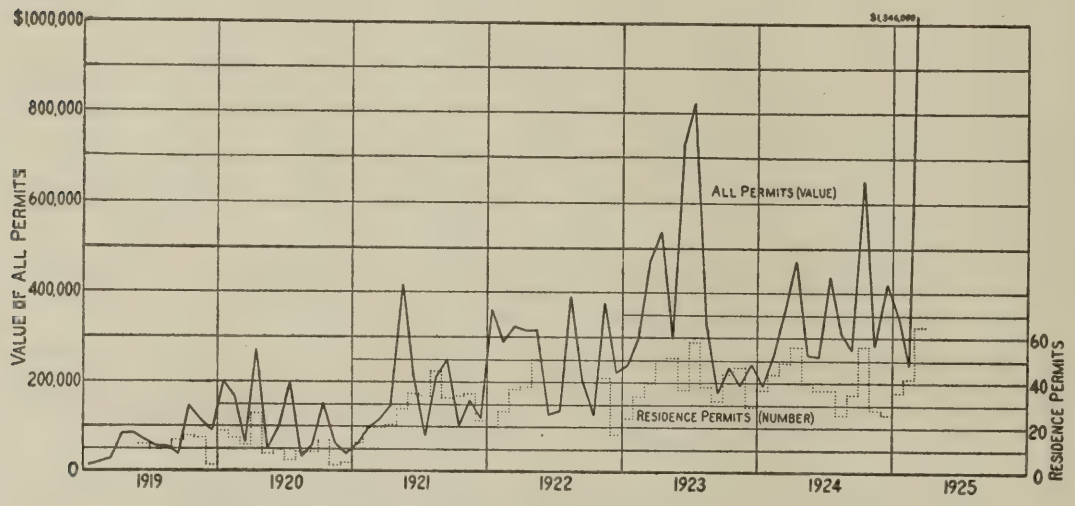


FIG. 29.—BUILDING PERMITS ISSUED IN ASHEVLLE, JANUARY 1919 TO MARCH 1925

In Fig. 29 there are shown the value of building permits issued in Asheville for each month beginning with January 1919, and also the number of residence permits issued.

Tourists

As an indicator of the monthly fluctuation in the number of tourists visiting this section there are shown in Fig. 30 the monthly admissions to the Biltmore Estate for each month from January 1919 to March 1925.

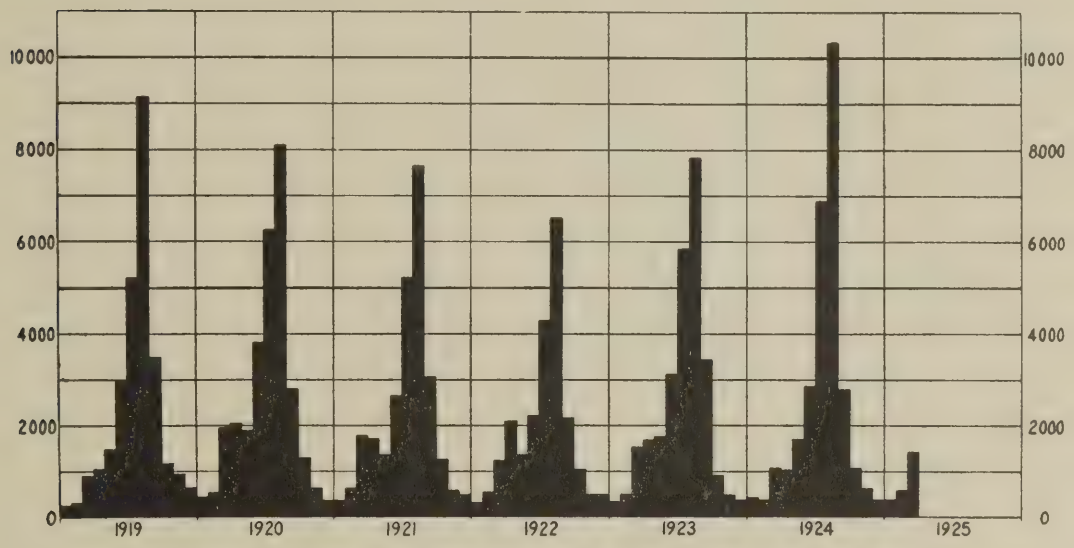


FIG. 30—ADMISSIONS TO BILTMORE ESTATE, JANUARY 1919 TO MARCH 1925

THE BANKS AND BANK RESOURCES OF WESTERN NORTH CAROLINA

The total resources of the banks in Western North Carolina were $58,000,000 or $115 per capita at the end of the year 1923. This is a comparatively low figure as the average for North Carolina as a whole was $176 and for the United States $483. Their resources, however, have been increasing rapidly during the past decade. In 1914 the per capita figure for North Carolina was $65 and the total $153,000,000 as against a total of $474,000,000 in 1923, an increase of 209 percent, or more than double that for the whole country which increased 101 percent in the same period. Because of the rapid but at the same time wholesome growth in commerce and industry which this section is experiencing and the fact that the bank resources are low compared with the present state of commercial development there is still room for great expansion in the banking business. It seems bound to grow even more rapidly in the near future in order to build up its resources so as to be able to supply the increasing credit needs of this region. As the chart on the next page shows, the bank resources in the counties with banks vary from a total of $85,000 in Clay County, a per capita of about $17, to $20,000,000 in Buncombe with a corresponding per capita figure of $285. There is no bank at present located in Graham County.

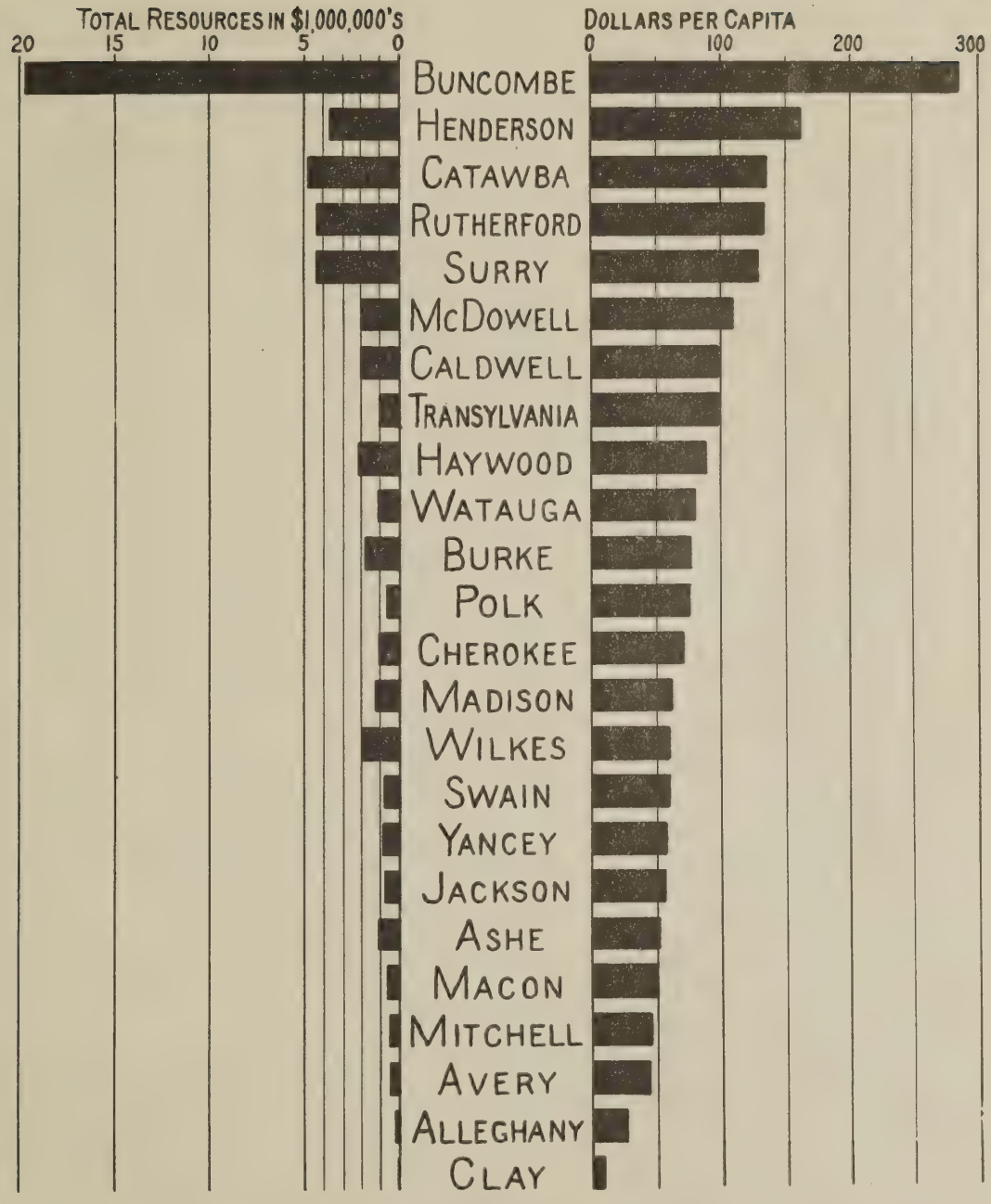


FIG. 31—BANK RESOURCES, TOTAL AND PER CAPITA, OF EACH COUNTY AT END OF 1923

BUILDING AND LOAN ASSOCIATIONS IN WESTERN NORTH CAROLINA

Building and Loan Associations are in successful operation in 24 cities and towns located in 15 of the counties of Western North Carolina. This information is from the latest available, which is for January 1, 1924. The accompanying table gives by counties and towns the assets, the number of homes built and their value, as reported by these associations to the State Insurance Commissioner. It shows that the total assets of these Associations was $8,580,000, and that they had assisted in the financing of homes to the number of 1,010, valued at $2,300,000.

Building and Loan Associations in Western North Carolina, January 1, 1924

County	Town	Assets	Homes Built	
			Number	Value
Buncombe	Asheville	$2,467,243	403	$1,080,000
Burke	Morganton	275,597	49	90,000
Caldwell	Granite Falls	89,264	22	28,100
Caldwell	Lenoir	1,237,560	150	150,000
Catawba	Hickory	1,487,445	---	---
Catawba	Newton	570,505	45	135,000
Haywood	Canton	62,509	20	78,000
Haywood	Waynesville	170,136	25	62,500
Henderson	Hendersonville	611,325	75	235,700
Jackson	Sylva	12,010	4	18,000
McDowell	Marion	387,553	30	70,000
McDowell	Old Fort	9,341	---	---
Macon	Franklin	7,516	5	16,000
Polk	Columbus	1,193	---	---
Polk	Tryon	26,916	4	13,400
Rutherford	Forest City	178,405	70	125,000
Rutherford	Rutherfordton	258,258	---	---
Rutherford	Spindale	21,636	8	10,400
Surry	Elkin	49,453	8	30,000
Surry	Mt. Airy	361,051	52	110,700
Transylvania	Brevard	120,699	32	50,000
Watauga	Boone	73,987	---	---
Wilkes	N. Wilkesboro	84,204	---	---
Wilkes	Wilkesboro	18,221	8	11,000
		$8,582,027	1,010	$2,313,800

TRANSPORTATION AND COMMUNICATION

As shown both in Fig. 1 on page 2, and by the map in Fig. 32 on page 38, Western North Carolina occupies a strategic position with respect to the leading cities and ports of the Eastern part of the United States. From North, South, East and West, railroads and highways afford direct and easy access to this section.

Railroads

The Southern and the Carolina, Clinchfield and Ohio are the leading railroads of Western North Carolina. Limited sections of this region are also served by the Louisville and Nashville, the Norfolk and Western, the Seaboard Air line, the Atlantic and Yadkin and several local railroads. The map in Fig. 33 on page 39, shows the railroad systems in Western North Carolina, their trackage and connections. It will be seen that all the western counties with one exception have railroad facilities within their borders. Passenger trains with through Pullman service are operated daily all the year between Asheville and Atlanta, Chicago, Cincinnati, Jacksonville, New Orleans, New York, Raleigh, Richmond, St. Louis, Tampa and Washington. Additional summer Pullman service is in effect to and from Charleston, Macon, Memphis, Miami, Norfolk, Savannah and Wilmington.

Express Service

The American Railway Express Company operates on the lines of all these railroads except those of the Southern System including the Atlanta and Yadkin, Carolina and Northwestern, Carolina and Tennessee Southern and the Tallulah Falls Railways which are served by the Southeastern Express Company.

Highways

4,120 miles of road in North Carolina had been improved or were under construction by the State Highway Commission up to January 1, 1925. These consisted of 1,577 miles of paved highways, of which 410 miles were under construction, 1,868 miles of gravel, sand-clay or top soil surfaced roads, of which 413 miles were being built and, in addition, 675 miles had been or were being graded.

Construction work completed in 1923 totaled 1,044 miles of which 544 miles were of hard surface types. It is estimated that this record was exceeded in 1924, although the exact figures are not yet available. When completed the State Highway System itself will consist of approximately 6,200 miles of improved highways. In addition to the highways built or improved by the state, the counties

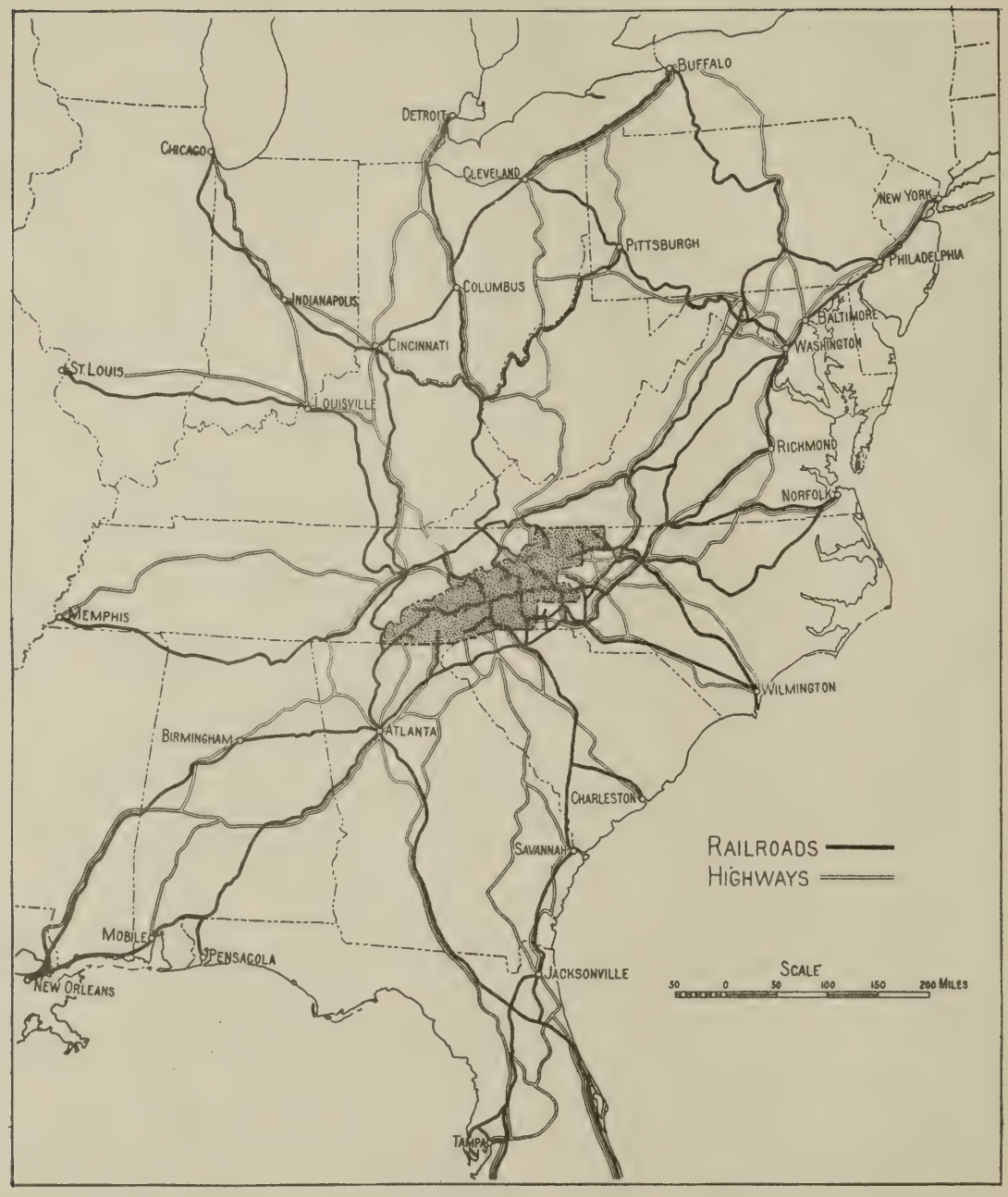


FIG. 32—DIRECT RAILROAD AND HIGHWAY ROUTES TO WESTERN NORTH CAROLINA

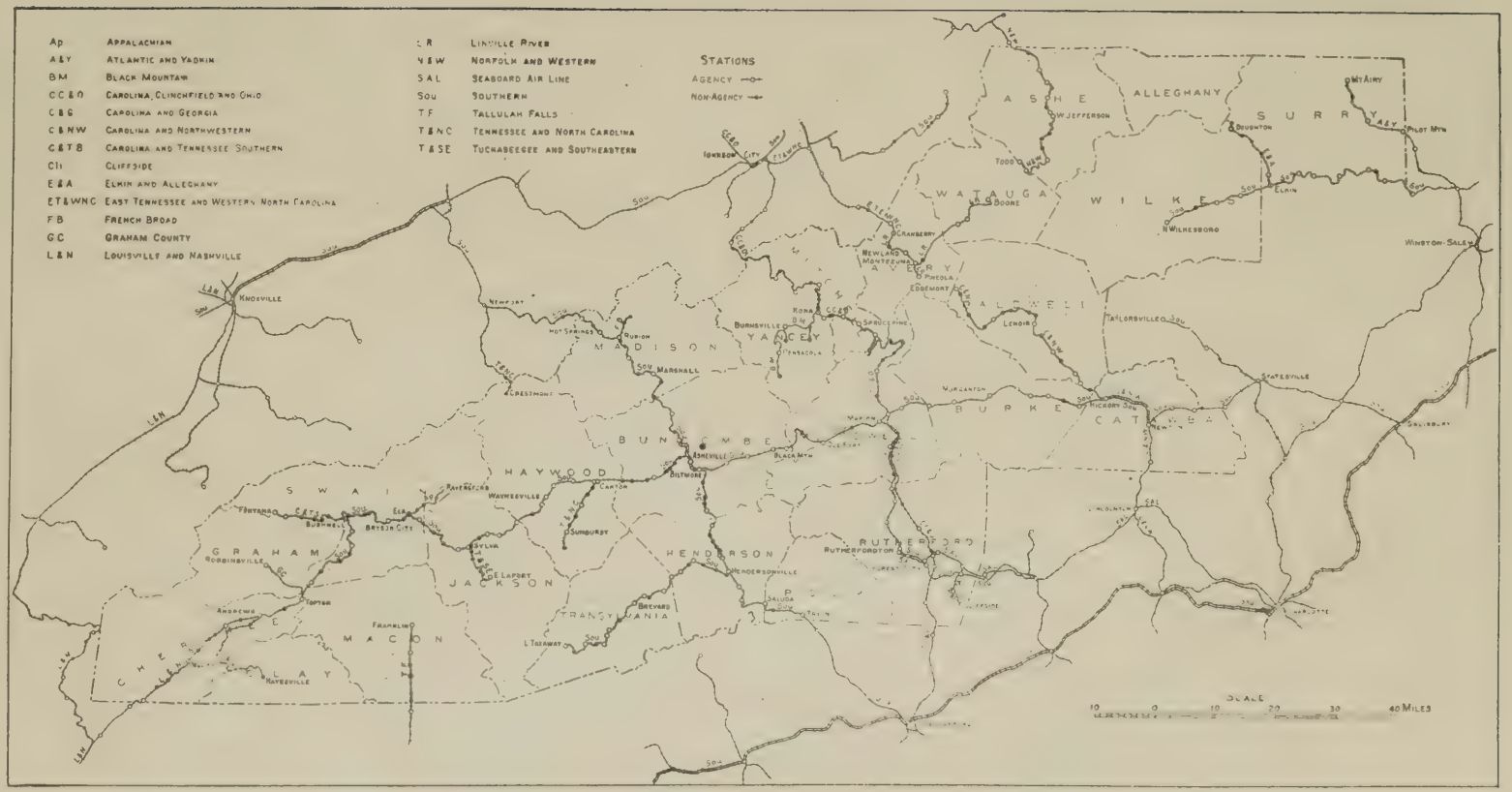


FIG. 33—RAILROAD SYSTEMS, TRACKAGE AND CONNECTIONS IN WESTERN NORTH CAROLINA

have added each year a large mileage of both paved and other improved types of roads.

The map in Fig. 34, on page 41, shows the State Highway System in Western North Carolina and also such county roads as have been hard surfaced. The existing type of road surface is indicated, and the State Highway Route Numbers are given. The county seats and also other towns and cities of over 2,500 population are named on the map.

Post Offices and the Postal Service

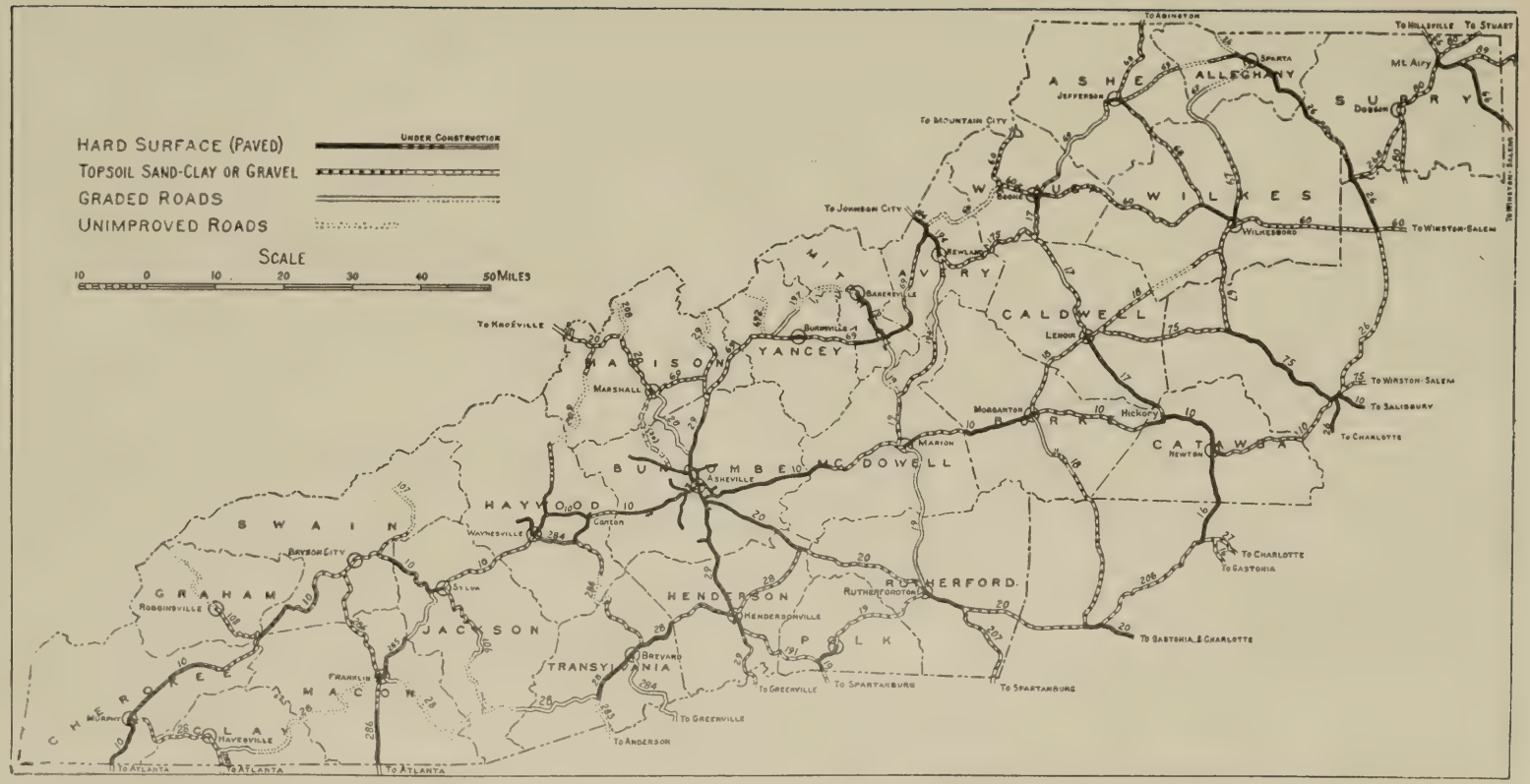
The map in Fig. 35, on page 42, gives the class and location of all post offices in Western North Carolina together with the rural and star routes in operation in the several counties in 1924.

Telephone Service

Toll lines of the Bell System link together nearly all the counties of Western North Carolina and furnish them telephone connections with the rest of the country. The map in Fig. 36, on page 43, shows the telephone toll lines, exchanges and local connections in these counties.

Telegraph Service

Both the Postal and the Western Union Telegraph Companies have offices in Western North Carolina. Their lines and offices are shown on the map in Fig. 37, page 44. The "Postal" operates one line running from Tennessee into South Carolina with city offices at Marshall, Asheville, Hendersonville and Tryon. The larger part of this section is served by the "Western Union," which has public telegraph offices in most of the railroad stations and maintains city offices at Asheville, Canton, Hendersonville, Henry River, Hickory, Lenoir, Marion, Morganton, Mt. Airy, Murphy, North Wilkesboro. Rutherfordton and Waynesville.



34—THE STATE HIGHWAY SYSTEM AND OTHER HARD SURFACE ROADS IN WESTERN NORTH CAROLINA

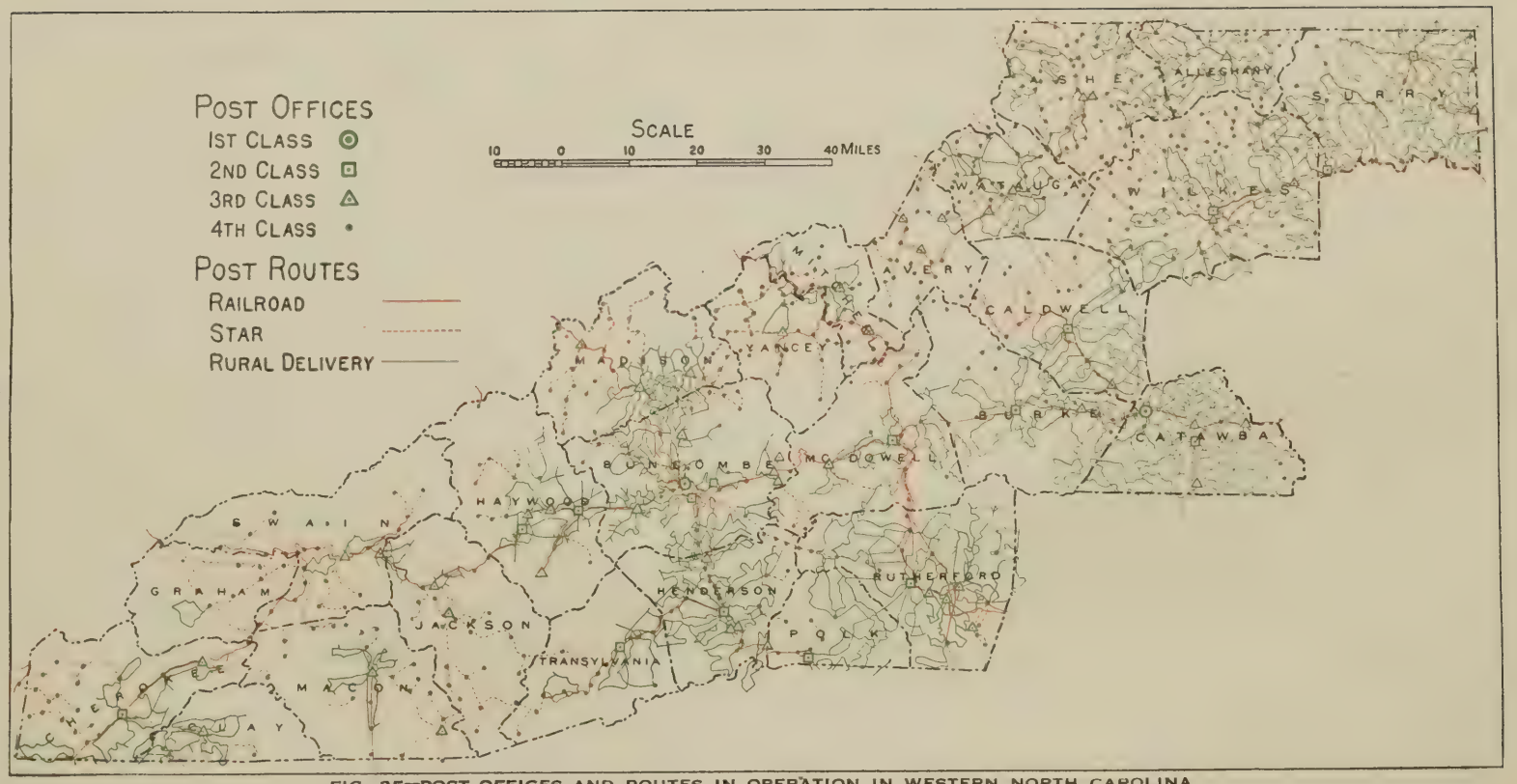


FIG. 35—POST OFFICES AND ROUTES IN OPERATION IN WESTERN NORTH CAROLINA

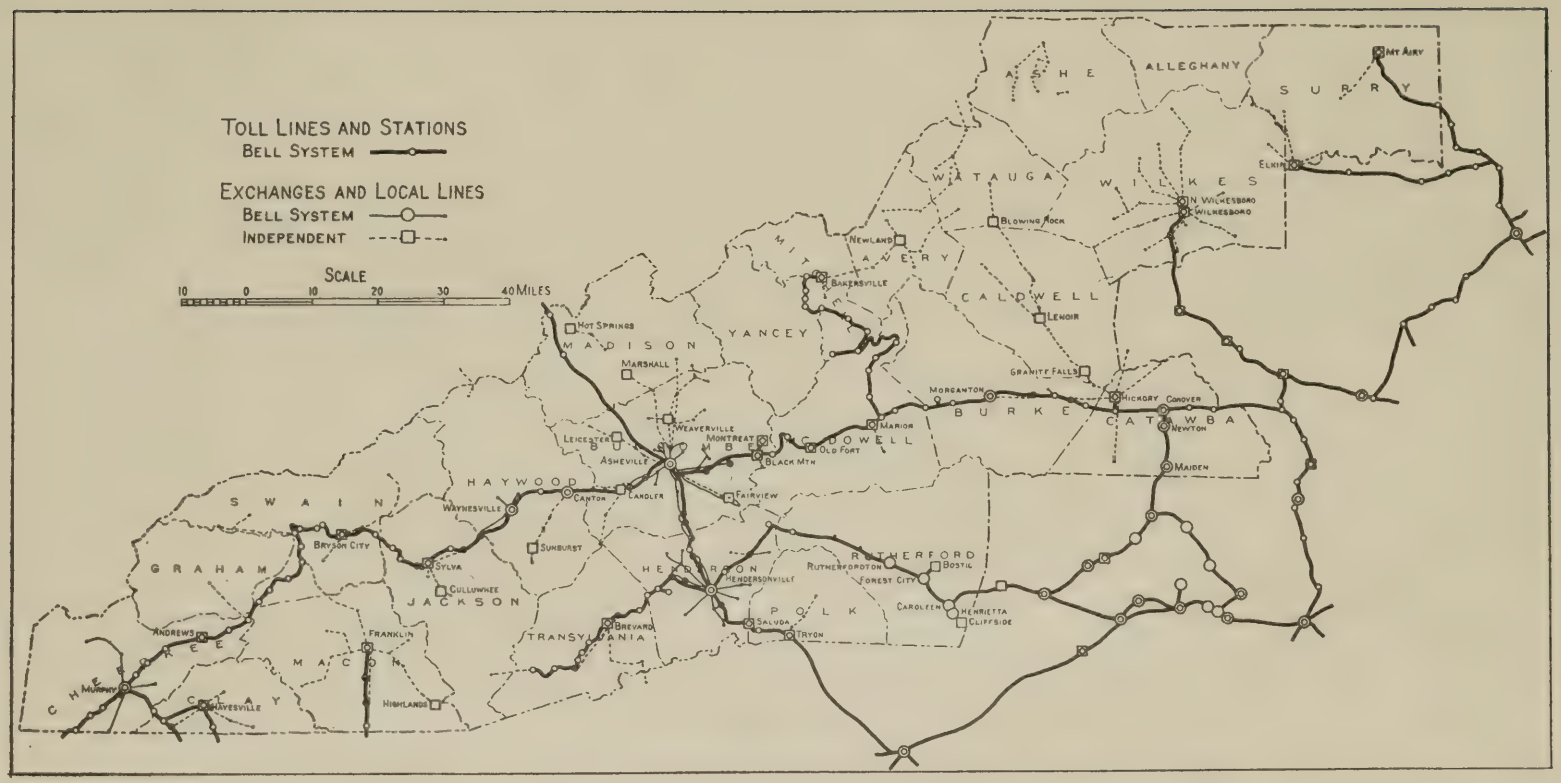


FIG. 36—TELEPHONE EXCHANGES, TOLL LINES AND LOCAL CONNECTIONS IN WESTERN NORTH CAROLINA

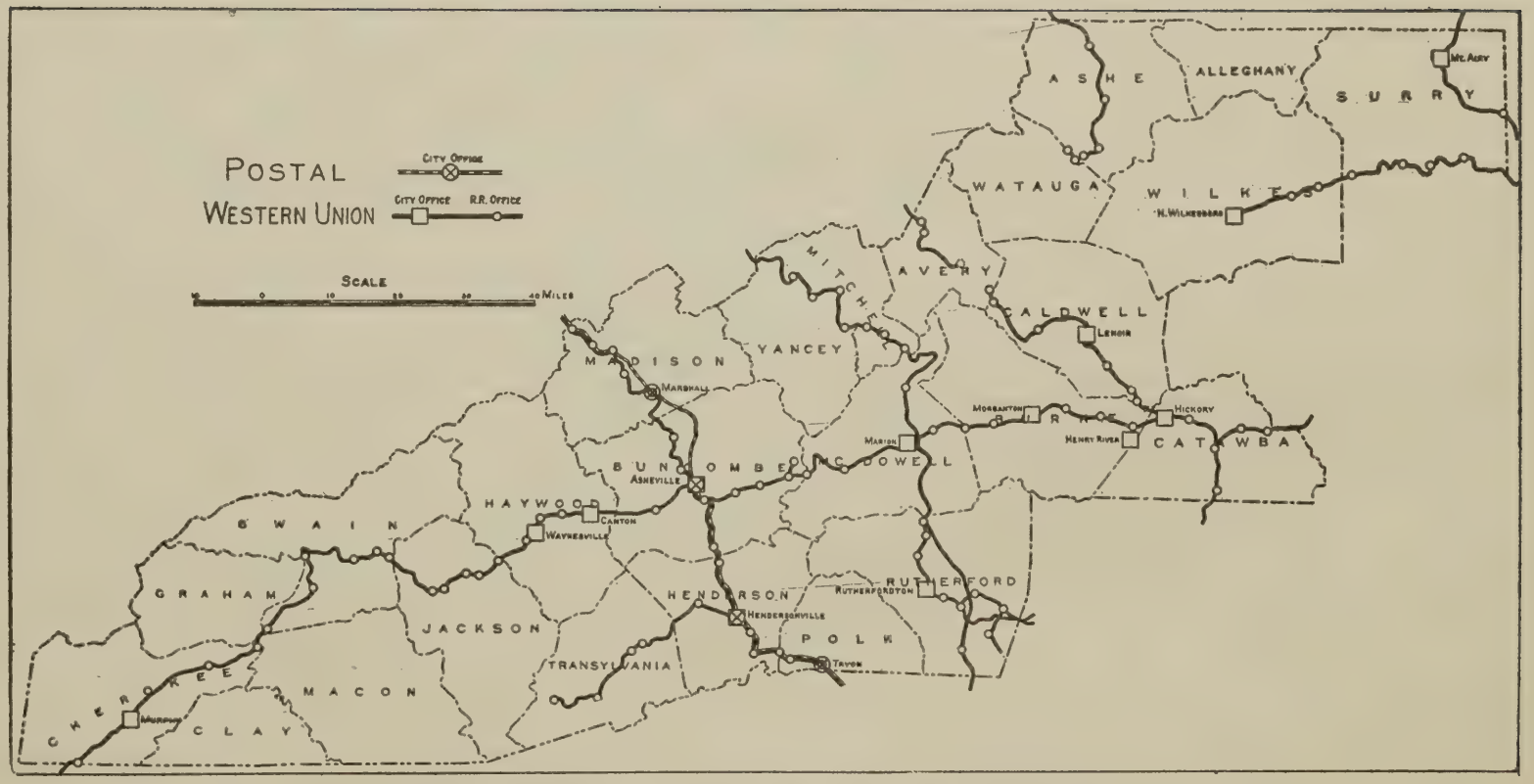


FIG. 37—TELEGRAPH LINES AND OFFICES IN WESTERN NORTH CAROLINA

ELECTRIC POWER IN WESTERN NORTH CAROLINA

Accompanying the recent increase in manufacturing activity in North Carolina (in which the state moved from twenty-third to fifteenth place in the value of its manufactured products in the past decade), there has come a large and pressing demand for power to meet the needs of these growing industries and the calls for electricity by other users. This has been met mainly by the erection of large hydro-electric plants. North Carolina now ranks fifth among the states in magnitude of developed water power and second of the states east of the Mississippi.

FIG. 38—UNDEVELOPED WATER POWERS IN WESTERN NORTH CAROLINA OF 500 H. P. UPWARD

The map, Fig. 39, on the following page shows the location and type of existing power plants, and the transmission lines serving Western North Carolina.

The construction of new power plants is hardly keeping up with the increasing demand for power, but fortunately many undeveloped water powers still exist in this region, and there are indicated on the map on this page, the approximate location of many of these of 500 h.p. upward.

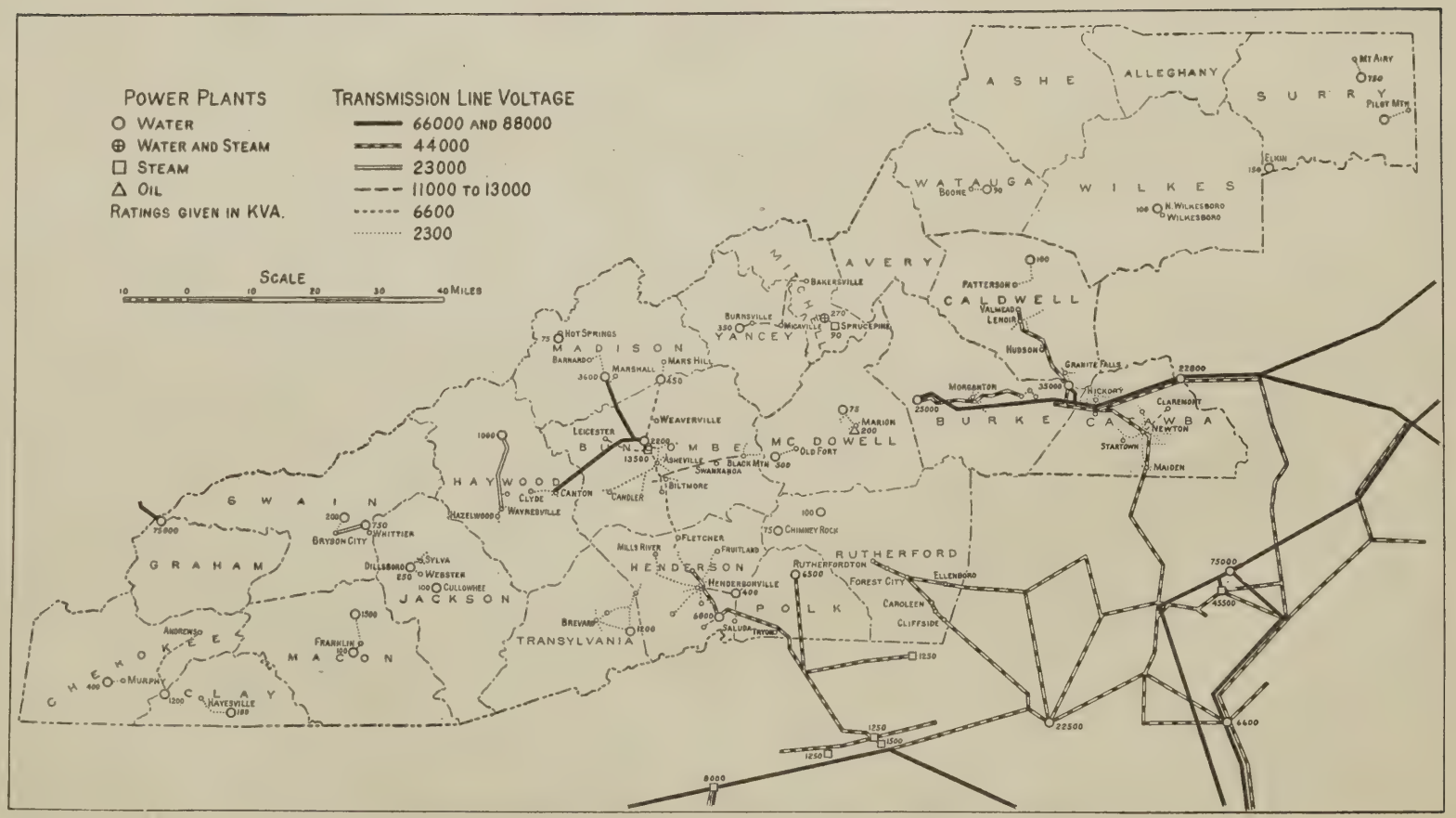


FIG. 39—POWER PLANTS AND TRANSMISSION LINES SUPPLYING WESTERN NORTH CAROLINA

MANUFACTURING IN WESTERN NORTH CAROLINA

The growth of manufacturing in Western North Carolina, as shown by the U. S. Census, between 1899 and 1919 has been marked. The number of wage earners increased from 8,546 to 23,566, a gain of 175% as compared with 80% for the country as a whole. During the same period the value of manufactured products rose from about $12,000,000 to over $100,000,000, an increase of 715% as against 380% for the United States. A total of 87,458 primary horse power was in place in these plants in 1919. Of this, 57,541, or 61%, was steam power (including about 400 horse power in internal combustion engines), 10,092, or 11%, water power and the remainder, 19,825, or 23%, was in electric motors using purchased current.

According to the following table, based on data in the 1924 report of the North Carolina Department of Labor and Printing, covering a total of 24,038 employees, the textile industry employed over one-half and the wood-using industries one-third of those engaged in manufacturing. The manufacture of leather and its products was the only other industry employed over two percent of the total.

Distribution of Employees in the Manufacturing Industries, 1924

INDUSTRY	Employees			
	Total		Per cent of total	
TEXTILE		12,945		53.8
WOOD-USING		7,975		33.2
Furniture	3,820		15.9	
Lumbering, Planing Mills, etc.	2,935		12.2	
Paper and Wood Pulp	1,120		4.7	
Tanning Extract	100		0.4	
LEATHER		986		4.1
MISCELLANEOUS		2,132		8.9
Printing and Publishing	416		1.7	
Laundries	274		1.2	
Foundries and Machine Shops	248		1.0	
Brick and Pottery	207		0.9	
Lime	130		0.6	
Flour and Grist Mills	105		0.4	
Other	752		3.1	
Total		24,038		100.0

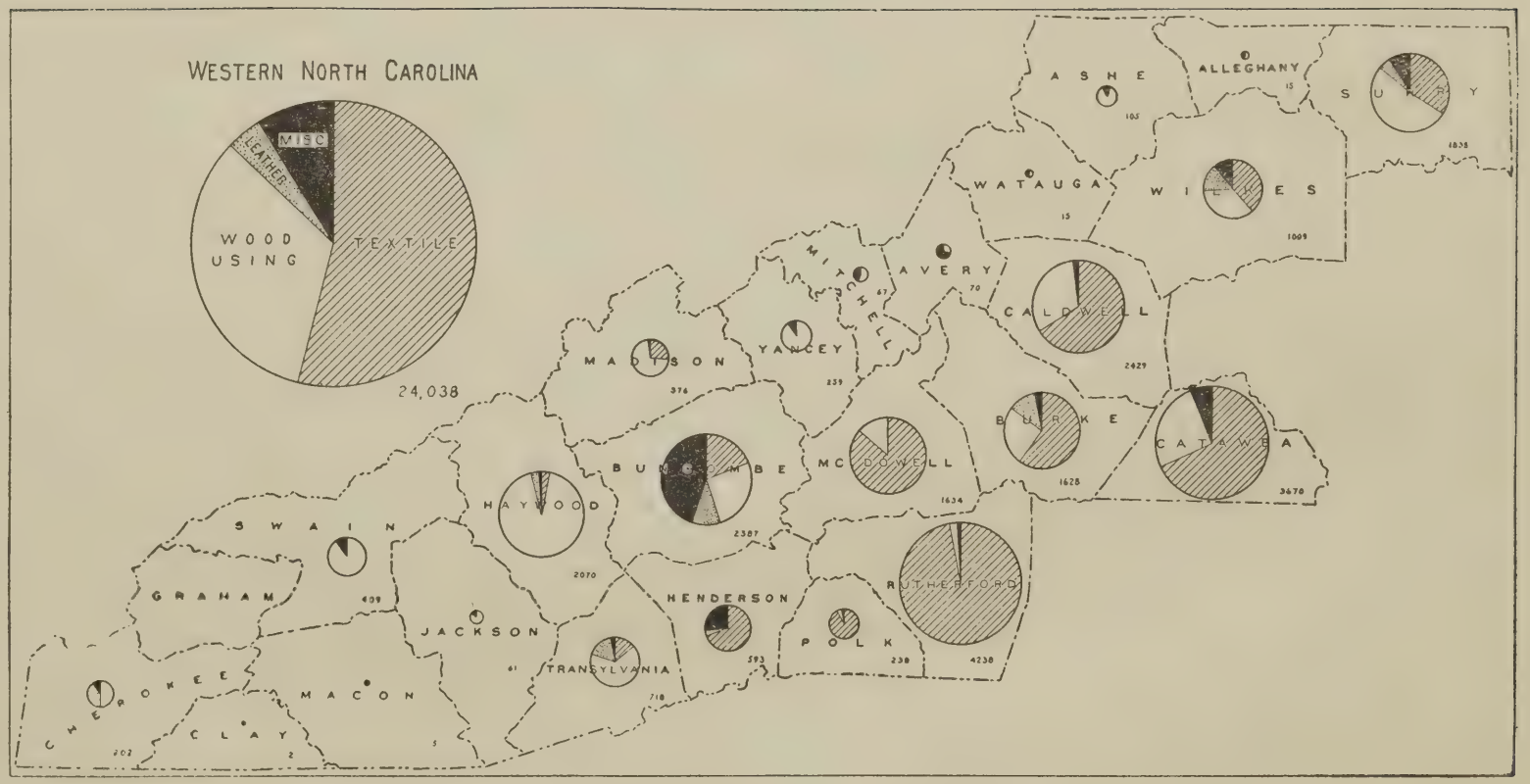


FIG. 40—DISTRIBUTION OF MANUFACTURING IN WESTERN NORTH CAROLINA. BASED ON NUMBER OF EMPLOYEES IN 1924

Based on the proximity of raw materials, power, fuel and markets, the most promising opportunities in this region are probably for those industries using as their principal materials, cotton, wool, lumber and other forest products, hides or leather, clay, feldspar and kaolin, and those in which electric current is an important item. Labor and living conditions are good. The building of model mill villages by the companies for their own employees has often been done where industries were located away from the larger towns.

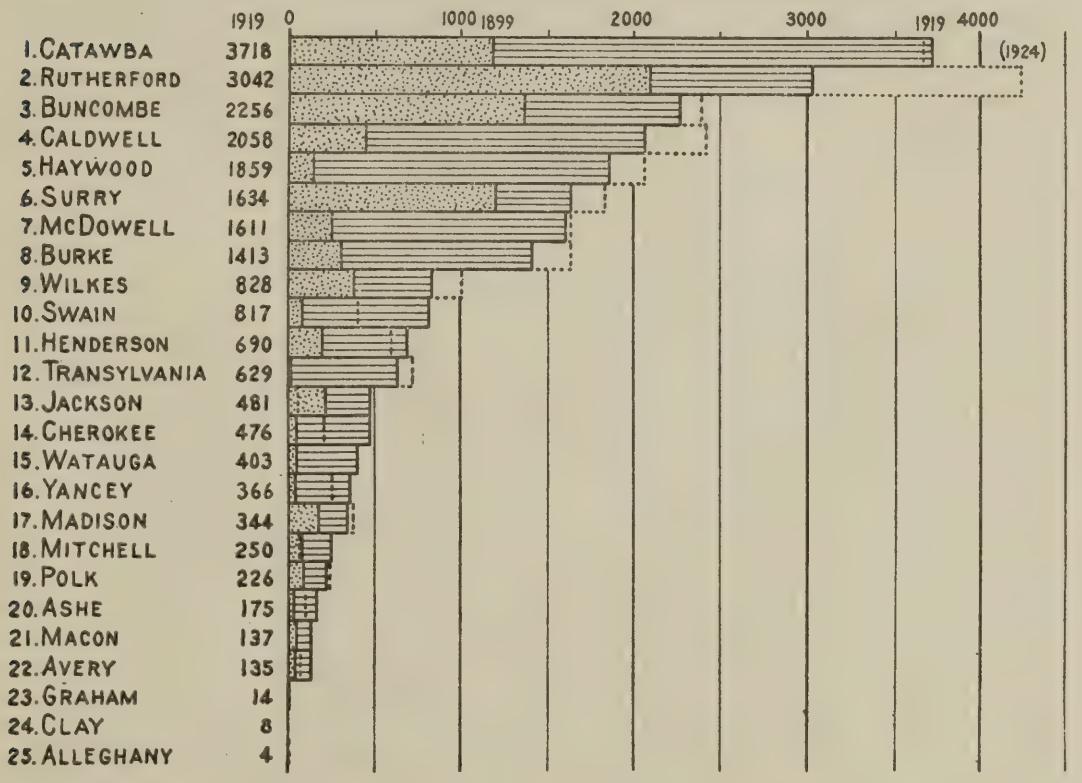


FIG. 41—GROWTH OF MANUFACTURING INDUSTRIES IN EACH COUNTY. BASED ON NUMBER OF WAGE EARNERS IN 1899 AND 1919 FROM U. S. CENSUS REPORTS AND ON NUMBER OF EMPLOYEES REPORTED IN 1924 TO N. C. DEPT. OF LABOR AND PRINTING.

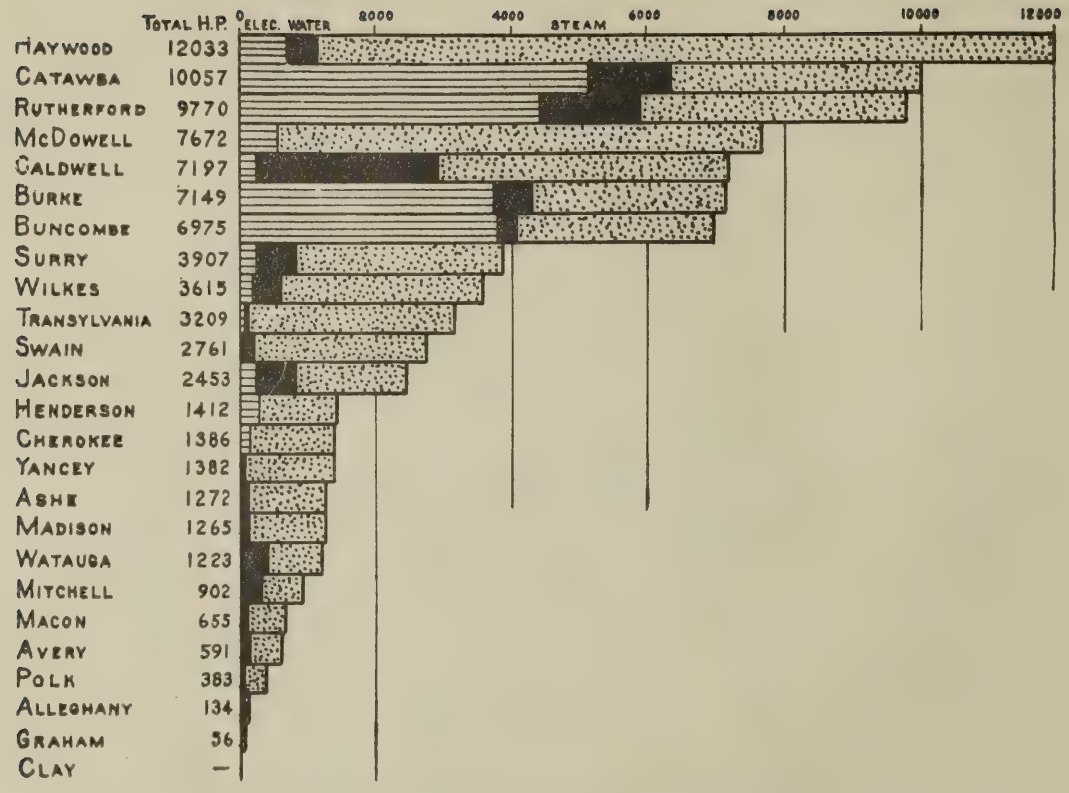


FIG. 42—INSTALLED PRIMARY POWER USED IN MANUFACTURING IN EACH COUNTY IN 1919 AND ITS DISTRIBUTION BY TYPES

FIG. 43—ONE OF THE LARGEST PAPER AND PULP MILLS IN THE UNITED STATES. CANTON, HAYWOOD COUNTY

FIG. 44—A SAWMILL OPERATION IN SWAIN COUNTY

FIG. 45—A MODERN DAIRY FARM IN BUNCOMBE COUNTY

FIG. 46—VIEW FROM PLOTT BALSAM, ELEVATION 6200 FEET, FIVE MILES WEST OF WAYNESVILLE IN HAYWOOD COUNTY, LOOKING SOUTH INTO PISGAH NATIONAL FOREST

AGRICULTURE IN WESTERN NORTH CAROLINA

The agricultural possibilities of Western North Carolina are just beginning to be realized as it is only recently that the building of good roads and the improvement in railroad service has enabled farmers to ship their products to larger markets and thus given them the opportunity for profitable agriculture along scientific lines.

The country is exceptionally well adapted to dairying. Grass grows luxuriously. The summers are cool, the winters mild and the grazing season is six weeks longer than in the northern states. The cool pure water of the springs and creeks

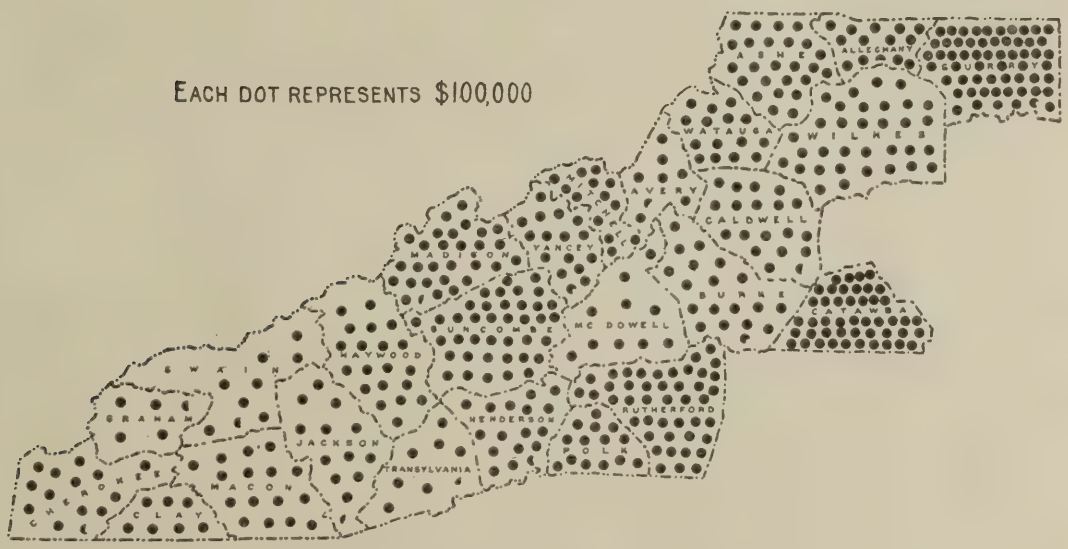


FIG. 47—VALUE OF AGRICULTURAL PRODUCTS OF EACH COUNTY IN 1919

not only adds to the health of the cattle but also aids in preserving the products on the farms as in no other part of the South. With the abundant summer rains and fresh green pastures, milk and cream can be produced as cheaply as in any part of the United States. Beef cattle are also profitable. It has been demonstrated by tests undertaken by the state, that cattle grazed through the winter on pastures held back during the summer make greater gains than if dry fed in barns. This demonstration gives very solid grounds for the development of the raising of high-class beef cattle on any of the lands which have been timbered or in sections so distant from markets that dairying would not be profitable.

Sheep thrive in these mountains as the well-drained hillsides and fertile valleys are well adapted to them.

Poultry is becoming another source of wealth to the mountain counties. Local markets are good and northern and Florida markets will always absorb all the poultry products that can be raised here.

This section is well adapted to the growing of apples, cherries, and other orchard crops. There is a strong demand for some of the early apples for the

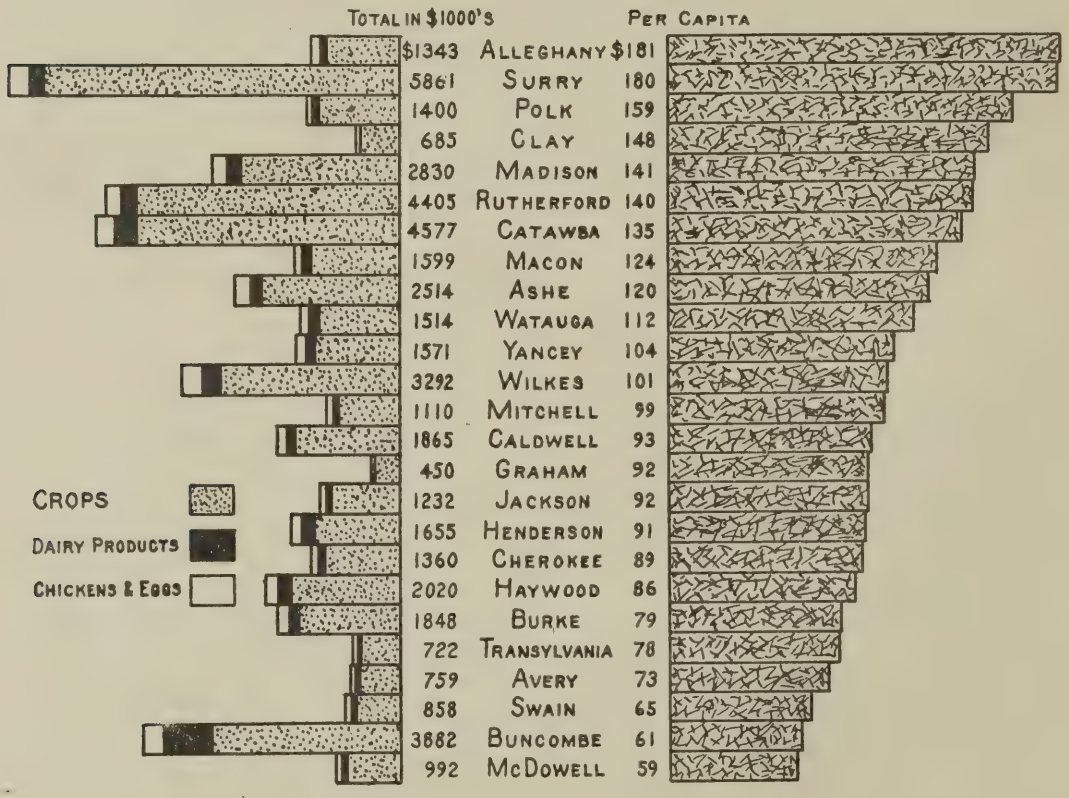


FIG. 48—VALUE OF AGRICULTURAL PRODUCTS, TOTAL AND PER CAPITA OF EACH COUNTY IN 1919

export market. In some parts of Western North Carolina these apples are ready for shipment several days before they are in any other section of the United States and promise to capture the early export market. Certain areas are so well protected by air drainage that they are not subject to early fall or late spring frosts

and therefore are particularly well adapted for growing apples. Stark's Delicious, Staymen Winesap, Rome Beauty and Grimes Golden are proving highly profitable varieties.

The strawberry, which naturally grows wild and flourishes all over the western counties, makes a good cash crop which ripens after the strawberries of the rest of the South are gone. Raspberries, gooseberries, currants and other small fruits thrive here and always find a good market in the southern states.

In this connection it is well to point out that this mountain region is like a finger of the North pointing down into the South, and fruits and vegetables can be raised here at a season when in the greatest demand in the rest of the South.

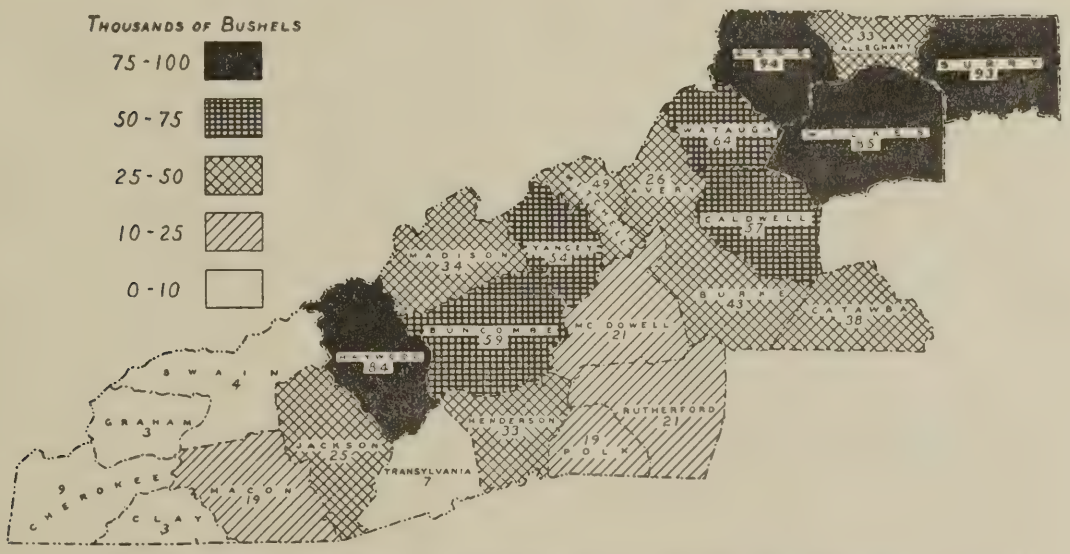


FIG. 49—APPLE PRODUCTION OF WESTERN NORTH CAROLINA BY COUNTIES IN 1919

The valley lands in this section are very fertile. Even though exhausted by years of cultivation, with a little attention and enrichment they bear large crops. Yields of corn and potatoes are high and with the addition of manure and fertilizer, 75 to 100 bushels of corn per acre are not unusual. Irish potatoes can be grown advantageously, particularly because the soil is practically free of potato diseases. Several counties have already developed a profitable business in seed potatoes. The fact that green vegetables thrive in this section gives the opportunity to canneries to develop a profitable business which is but in its infancy.

Comment on the accompanying charts is probably unnecessary except to state that the valuable soil surveys covering the areas indicated on the map on the next page may be obtained upon request to the Department of Agriculture, Washington, D. C.

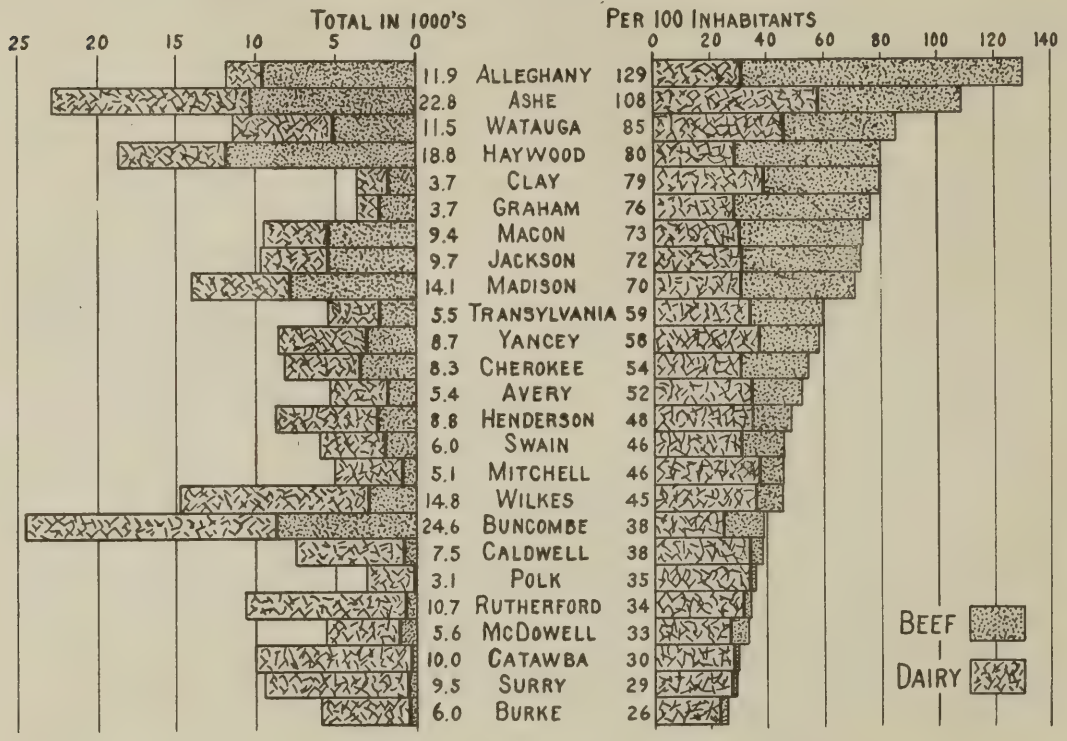


FIG. 50—DAIRY AND BEEF CATTLE IN EACH COUNTY JANUARY 1, 1920

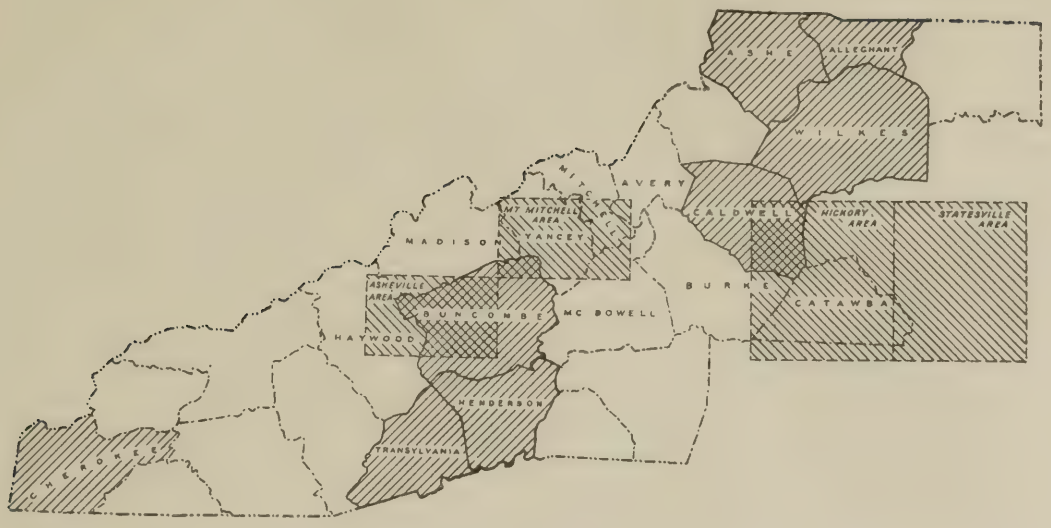


FIG. 51—SOIL SURVEYS AND MAPS PUBLISHED

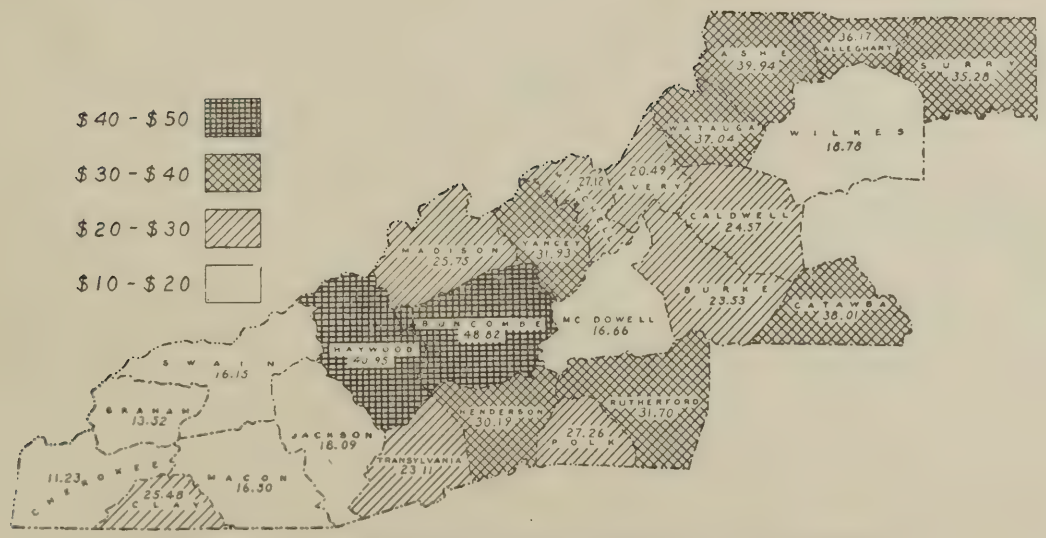


FIG. 52—AVERAGE VALUE PER ACRE OF FARM LAND IN EACH COUNTY JANUARY 1, 1920

FOREST RESOURCES AND PRODUCTS OF WESTERN NORTH CAROLINA

The forests of Western North Carolina constitute one of the most valuable natural resources of the section. Spruce forests are to be found almost entirely above an elevation of 5,500 feet. It is probable that not more than 60,000 acres of this type contain merchantable timber. The other forests of this region are of the mountain hardwood type. The white pine and the hemlock are mixed with these hardwoods in comparatively small proportion. Timber on the ridges consists largely of chestnut oak, red maple, and black gum, and on the higher ridges and slopes above 3,500 or 4,000 feet there are often found in addition, red oak, sugar maple, buckeye, and basswood. Timber in the coves consists mainly of yellow poplar, basswood, cherry, birch, walnut and ash, as well as chestnut, hickory, hemlock and several species of oak. Of these the ash, cherry, birch, and walnut have been largely cut out.

The forest products manufactured in this section consist mainly of lumber and timber, planing mill products, furniture, paper and wood pulp and tanning extract. Data as to the number of employees in the establishments making these products will be found in the section on Manufacturing beginning on page 47.

NATIONAL FORESTS

There have been established in Western North Carolina the Cherokee, Nantahala, Pisgah, and Unaka National Forests. The purchase areas of these forests located in North Carolina comprise over 1,000,000 acres. To the end of 1924 the Government had acquired 381,000 acres. The regulations governing the National Forests permit camping, hunting, and fishing under certain restrictions as well as the commercial development of the forest resources themselves under such methods as will conserve the productiveness of the forests. Water powers may be developed, and municipal water supplies constructed.

The map on the following page shows the stand of timber in most of the counties of Western North Carolina together with the boundaries of the National Forest purchase areas.

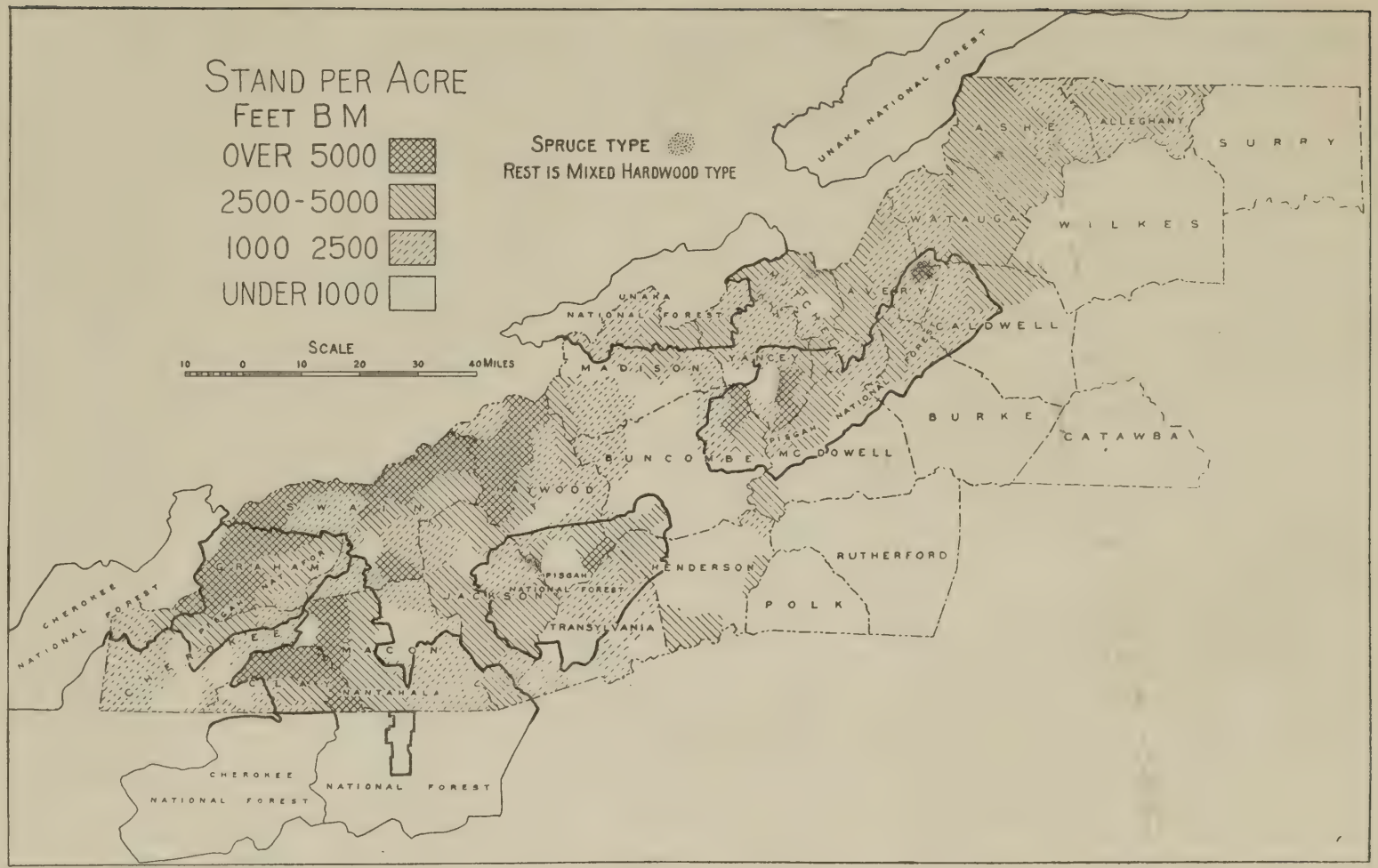


FIG. 53—FOREST STANDS AND NATIONAL FOREST AREAS IN WESTERN NORTH CAROLINA. INFORMATION REGARDING FOREST STANDS ARE NOT YET AVAILABLE FOR POLK, RUTHERFORD, CATAWBA, WILKES AND SURRY COUNTIES NOR FOR MOST OF THE AREAS OF McDOWELL, BURKE AND CALDWELL COUNTIES OUTSIDE OF PISGAH NATIONAL FOREST. BUT THE STAND WILL BE LIGHTER THAN IN THE MORE WESTERN COUNTIES.

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THE MINING INDUSTRY IN WESTERN NORTH CAROLINA

The following minerals and rocks are being or have recently been produced in Western North Carolina for commercial purposes:

Mineral	*County*
Barytes	Madison
Clay (kaolin)	Buncombe, Clay, Haywood, Jackson, Macon, Mitchell, Rutherford, Yancey
(stoneware and pottery)	Buncombe, Catawba, Haywood
(brick)	Nearly all counties
Corundum	Clay, Macon
Chromite	Jackson, Yancey
Feldspar	Buncombe, Mitchell, Yancey
Garnet	Clay, Jackson, Madison
Gem Minerals (garnet, rhodolite beryl, amethyst)	Avery, Mitchell, Macon, Yancey
Granite	Buncombe, McDowell, Henderson, Polk, Surry
Gravel	Buncombe, Henderson, Rutherford
Iron Ore	Ashe, Avery, Cherokee, Madison
Itacalumite (flexible sandstone)	Wilkes
Limestone	Henderson, Madison, McDowell, Swain
Marble	Cherokee
Mica	Ashe, Avery, Buncombe, Haywood, Jackson, McDowell, Macon, Madison, Mitchell, Rutherford, Swain, Transylvania, Watauga, Yancey
Mineral Waters	Ashe, Burke, Haywood
Monazite	Burke, McDowell, Rutherford
Quartz	Cherokee
Rutile	Clay
Sandstone (quartzite)	Cherokee
Soapstone	Ashe
Talc	Cherokee, Swain

In addition to the above, there has been produced in former years:

Mineral	*County*
Asbestos (chrysotile variety)	Wilkes
(amphibole variety)	Polk, Mitchell
Copper	Ashe, Allegheny, Jackson, Swain, Watauga
Corundum	Haywood, Madison, Transylvania
Gold	Burke, Cherokee, Henderson, Jackson, McDowell, Rutherford, Translvania
Graphite	McDowell
Monazite	Madison
Nickel ore	Jackson
Zircon	Henderson

During the year 1923, the value of the mineral production of Western North Carolina was $3,165,265, but this figure does not include brick. The value of the mineral production of each county during 1923 is given in tables on the opposite page.

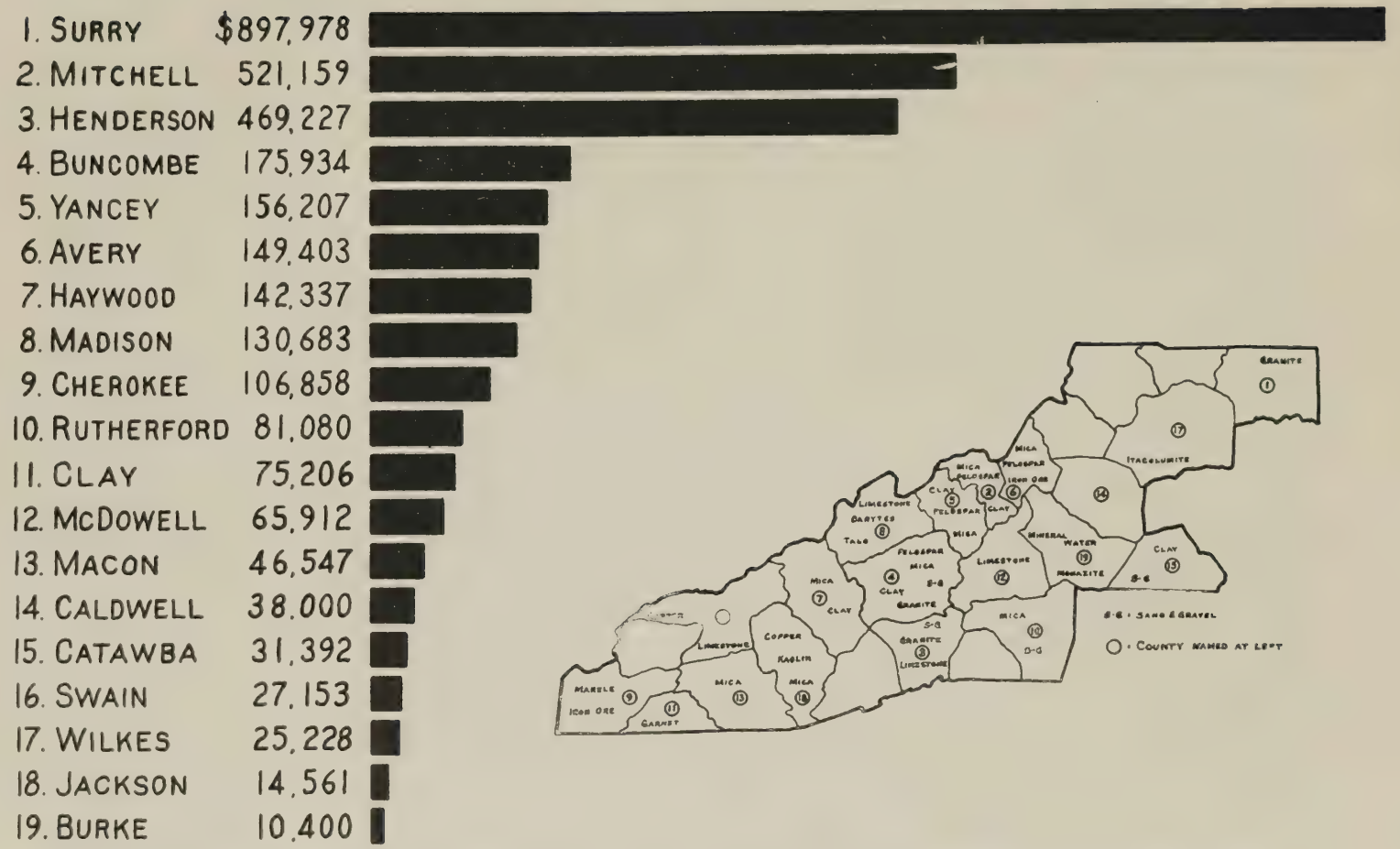

FIG. 54—VALUE OF MINERAL PRODUCTS OF WESTERN NORTH CAROLINA AND THE LEADING PRODUCTS OF EACH COUNTY IN 1923

FIG. 55—CATAWBA FALLS IN PISGAH NATIONAL FOREST NEAR OLD FORT.
McDOWELL COUNTY

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